



Technology

The

# Manufacturing Confectioner

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with INTERNATIONAL CONFECTIONER



CONFECTIONER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



vol 35  
# 8

*Why they  
buy candy—  
and why  
they don't*

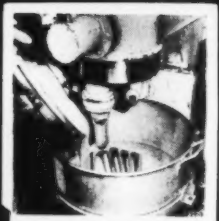
AUGUST

1955

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BLACKBERRY**

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GRAPEFRUIT-PINEAPPLE  
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**PEPPERMINT  
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**.....OR THESE  
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... you'll gain gratifying consumer acceptance for your products. Sample any of the appealing flavors in the group above and you'll find them different ... unique ... and really delicious. Just watch them perk up your sales! The group below embraces some of the most successful hard candy flavors ever offered. These, if you haven't used them, are well worth trying, too. Write now for colorful new catalog and new Flavor Data Sheet featuring our entire line of Fritzbro Hard Candy Flavors.

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# The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Vol. XXXV

No. 8

August 1955

Edited and Published in Chicago

The Candy Manufacturing Center of the World



Report on The NCA-AACT Technical Conference.....	19
Why They Buy Candy—and Why They Don't.....	Stewart Siebert 27
The Advertising Agency and Premium Promotions....	Robert Healy 33
A New and Better Method of Fudge-Making.....	James Mayhew 53
Candy Clinic .....	47
The Sugar Report .....	58
Supply Field News .....	58
Calander .....	60
Classified Ads .....	63
Brokers .....	64
Advertisers Index .....	66
Candy Business .....	44
Doodlings .....	6
New Packages .....	40

Cover: This illustration was used in a unique and vitally interesting survey of consumer attitudes toward candy. Be sure to read the complete story, beginning on page 27.

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for July, 1955

## The Sweet and The Sour

We are publishing in this issue one of the most important articles that we have seen, bearing on the present status, and the future prospects, of the candy industry. This article deals with a subject which is quite new to industry in general, and, as far as we know, never before applied to candy. "Motivation Research" is the subject, and the article describes a pilot research project on candy using this new tool of marketing.

The basic purpose of motivation research is to discover the real, hidden, subjective, attitude of people to a particular thing or idea, attitudes that they are unable to express through direct questions.

Though this type of research has been under study and development in university psychology and philosophy departments for many years, its use in marketing and advertising is only a few years old.

The application of facts learned through motivation research, while not very common yet, has done spectacular things to the sales curves of those firms who have pioneered in this field.

This article is not published solely for its academic interest to this industry. Research of this kind is sorely needed, beset as we are on all sides by what seems to be a devastating barrage of unfavorable publicity. It is through research of this kind that we will learn the two key facts this industry needs in order to turn about and grow and prosper as it has every right to do.

Fact I What effect has this unfavorable publicity had on all age and income groups, and what has been its effect on the per capita consumption of candy.

Fact II What are the strong natural appeals that candy has to people in general, and to specific groups, and how those appeals can be exploited by promotion to build a strong and healthy industry.

Let's get at it ! !

# doodlings by tom sullivan

SO MUCH HAS already been said and written about automation that one may begin to wonder if the only venture unlikely to be affected by it is monkey business.

INCIDENTLY, AUTOMATION is credited with giving rise to the guaranteed annual wage. But GAW happens to be without meaning in states which don't permit a double "take" for unemployment.



NOT ONLY INDUSTRY is merger-minded these days. The Chamber of Commerce of the United States reports that one farm in six—more than one million farms—have been absorbed by merger in the past decade.

THE CHAMBER ALSO comes up with this one: In terms of power alone, the strength of a man in prime health is worth much less than the cost of a single cigarette. "With electric power behind him, the American worker has multiplied his productivity many times."

HUMAN IMAGINATION is the only limitation to the possibilities that may transpire as decade gives way to passing decade, Charles E. Zimmerman, a 38-year old engineer and a director of the Young Presidents' Organization, told the Rotary Club at Port Jervis, N. Y.

To meet this future that seems so promising, he said the young executive must first of all have increased knowledge; secondly, he must be able to see the big things but never overlook the small; and third, he must possess enthusiasm, energy, initiative and enterprise, each of which is summed up by the old-fashioned expression "git-up-and-go!"

NOT SO MUCH of the old-fashioned, however, seems to be expected of the young executive's wife. Visualized for her, come 1965, and with thanks to atomic energy, is the possibility that she can, among other things, do her shopping while breakfasting in bed. The way the Zimmerman "wonder-dream" goes in part is this:

Supermarkets may develop into a system of super-home-delivery. One's wife can do her shopping as she has her Cheerios in bed, watching colored pictures of bargains flashed to her from her favorite stores. Even before she gets downstairs to turn on the automatic house cleaner, the goods ordered will be in automatic dispensers from which, by pushing buttons, they may

be cooked by infra red rays and placed, piping hot, automatically on your table.

All this, mind you, while the young executive has to 'git-up-and-go!

COME 1965 and one may pity the poor young executive who has lost all his buttons, leaving his wife without any to push.

THE INGENIOUS BRITISH are reported to have hit upon a boon to music lovers as a chocolate manufacturer announces that he is now wrapping his candy in a new, noiseless plastic instead of cellophane. This candy can be munched in movies or at symphony concerts without disturbing anyone.

The manufacturer says his chocolate has been tested and approved by the general manager of the Liverpool Philharmonic Society.

The impresario, at last reports, was said to be looking next for an ingenious Britisher who can find a way of taking the noise out of peanuts without affecting the crunch; also for one who can remove the creek from symphonic "choppers" without impairing the bite.

DID YOU read where three San Francisco research scientists found cigarette smoking to be a cure for rather than a cause of lung cancer?

Any day now you can expect some top oral hygienists to declare candy a boon rather than a bane to the nation's molars.

WE HAVE IT from one who knows that far more booze than bon bons is sold at NCO service clubs in Korea. Something ought to be done about changing the ratio.

Another reference to Korea. While this today may be one of the world's sub-standard areas, in one respect it may have the jump on us tomorrow. For its finance minister, Yi Chun Chae states:

"We have reached the conclusion that the efficiency of government controlled enterprises is far below that of private enterprise," and in view of this "the government gradually will sell its holdings to private business."

TWAS JIM BOOKER, the veteran candy technologist, who once said to us:

"Tawm, I don't think I've ever agreed with you but I've always found you stimulating."

An old playgoer, we wonder if Jim's still "catching our act."

SOME OF THE best of doodlings were blue penciled last month so if you want to get 'em "in the raw," now's the time to start yammering.





# Here's how...

...to cut cooking time  
...to improve brilliance  
...to reduce handling costs

“Yes, you can do just that,” explains your Flo-Sweet Engineer, “and increase your candy production as well — with a Flo-Sweet liquid sugar system that’s engineered for your needs.”

“Using Flo-Sweet liquid sugars and modern pre-cooking equipment has cut candy cooking time as much as 45% — with a corresponding increase in production capacity. And a Flo-Sweet system puts sugar on tap wherever you want it, saving the time and expense of handling bulky sugar bags.

“And Flo-Sweet liquid sugar actually improves candy brilliance. Its extreme purity safeguards the crystal clear coloring and delicate flavoring of your most carefully cooked confections.”

Why settle for less than the very best? To realize all the advantages of liquid sugar, consult your Flo-Sweet Engineer!

#### “Must” reading for every sugar user:

This authoritative new manual contains over 200 pages of detailed information on the design, installation and operation of liquid sugar systems. It covers the use of liquid sugar in major food industries, provides a wealth of technical data on liquid sugar itself, and gives specific information on performance and costs. A valuable reference work for every food technologist’s library. Price \$5.00.



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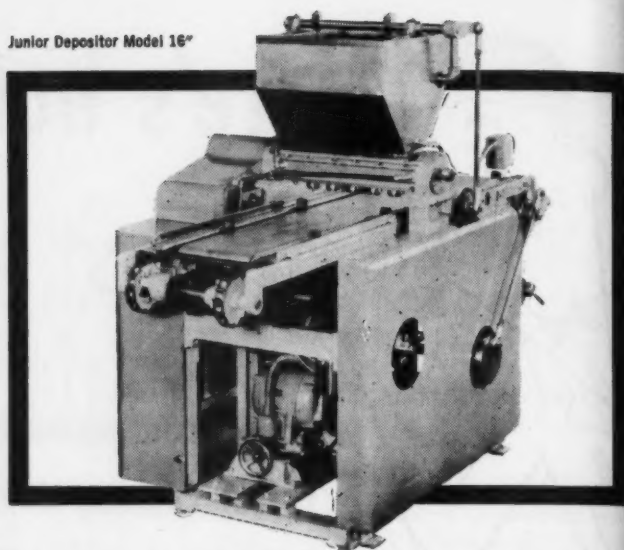
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covered with chocolate

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Mint or other flavors and colors

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with caramel or cream

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with or without nuts and fruits

### AND MANY OTHER CANDY AND CHOCOLATE PRODUCTS

Any of the candy and chocolate products illustrated, and many others, can be made economically with the Racine Depositor. Because it operates without pumps this modern machine makes deposits of uniform weight and size in all types of molds, metal or paper cups, or directly on trays, plaques or belts. We also build the Jumbo 48", Senior 32" and Bantam 6" machines to meet the requirements of factories of any size.

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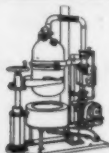
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FOR EVERY  
MANUFACTURER OF  
CANDY & CHOCOLATE



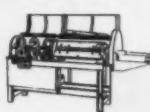
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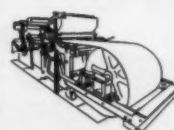
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candies*

## NESTLÉ'S ICECAP COUVERTURES

**NEW** and distinctive in fine, rich, inviting pastel color tones.

**DELICIOUS** in its pleasing, delightful taste; complements your centers.

**DIFFERENT** and mellow in flavor, smooth and fine in texture and quality.

... and a **MELT-AWAY!** So luscious, it practically "eats like ice cream".

NESTLÉ'S  
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A new approach to quality, flavorful summer coatings with a good shelf life. Nestlé's Icecap Couvertures are especially recommended for fresh fruit creams, and for:

Vanilla  
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THE NESTLÉ COMPANY, INC.

2 WILLIAM STREET • WHITE PLAINS, N. Y.

®Trade Mark Reg.

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# Helpful Books for Candy Plant Executives

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## Choice Confections

by *Walter Richmond*

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

---

## How to Salvage Scrap Candy

by *Wesley H. Childs*

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

## A Textbook on Candy Making

by *Alfred E. Leighton*

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

---

## The Candy Buyers' Directory The Directory of Candy Brokers

*1955 Edition*

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen. This directory should be on the desk of every salesmanager as a reference guide. The information contained in these directories is not available in any other published material.

---

☐ How to Salvage Scrap Candy  
\$2.00

☐ Choice Confections  
\$10.00

☐ A Textbook on Candy Making  
\$6.00

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IF LOLLIPOPS GREW ON TREES...

they couldn't taste  
any more tangy  
than the fruit flavor  
of your candy products  
made with

**Pfizer Citric Acid**

**CHAS. PFIZER & CO., INC.**  
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630 Flushing Ave., Brooklyn 6, N. Y.  
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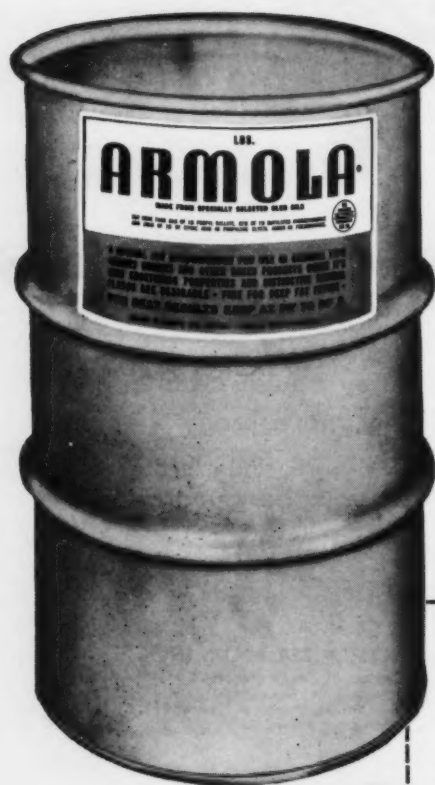
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*Manufacturing Chemists for Over 100 Years*

# Candy Making Problems?

Call on Armour Technicians  
to help with new formulas  
to solve production problems  
to make better caramel-type candy

with **NEW ARMOLA**



## The quality oil made from specially selected food fats

- Delicate nut-like flavor
- Improved stability—no rancidity problems
- Easy replacement . . . use 10% less in your present recipes
- Easier, quicker blending with other ingredients
- Creamy-smooth consistency with buttery color
- In drums or tank cars to suit your operation

Caramels, bar goods and nougat-type candies cut easier, improve in flavor when made with new Armola, the new type oil developed, tested and made by Armour and Company. Use Armola to be sure of a steady dependable source for the quality oils you need for your candy.

### ARMOUR AND COMPANY

Refinery Sales Department • Chicago 9, Illinois

Let **Armour Technicians** show you how Armola has solved many production problems for candy makers . . . helped them increase sales and profits by making better candy. To get this kind of help for your operation, write Armour and Company, Refinery Division, Chicago 9, Ill.

remember this about candy?



When the music "On The Good Ship Lollipop"\* was released in 1934, its catchy tune and popular lyrics skyrocketed it to national acclaim. Sheet music sales of the song, with candy in the title, neared the half million mark in less than two years . . . a sales record at that time.

\*Copyright 1934 By Maristone Music Corp., New York, N. Y. Sam Fox Publishing Company, Inc., New York, Sole Agents.

REMEMBER THIS ABOUT CANDY!

for finest quality and best results . . .

USE **ANHEUSER-BUSCH**



- MOULDING AND THIN BOILING
- REGULAR AND SPECIALTY TYPES

**STARCHES  
CORN SYRUPS**

**ANHEUSER-BUSCH, INC.** • CORN PRODUCTS DEPARTMENT • ST. LOUIS, MO.

for August, 1955

Page 13



Does your plant use obsolete wooden stock boxes?



modernize  
with **TOTELINE** the new  
**MOLDED FIBERGLASS  
STOCK BOX**



**NO MAINTENANCE**

TOTELINE Stock Boxes last *indefinitely*—and there's no maintenance. To clean, just dip them in hot water or run steam over them and they're ready for use.

**SMOOTH NON-POROUS SURFACE**

End worries about splinters creeping into dipped chocolates. TOTELINE Stock Boxes are always smooth . . . and odorless.

**EASY TO HANDLE**

These molded fiberglass boxes are light but strong. You can't bend them, you can't dent them. And, what's more, they nest . . . saving you valuable storage space. Available in colors for easy identification.

**TOTELINE STOCK BOXES ARE MADE TO NATIONAL CONFECTIONERS' ASSOCIATION SPECIFICATIONS**

**TOTELINE**

WHEREVER MATERIALS ARE HANDLED

Write for Bulletin 445

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World's largest producers of Fiberglass-reinforced resin trays and tote boxes  
LINESVILLE, PENNSYLVANIA

# Sorbitol keeps candy soft and tasty longer

## MAKING NOUGATS!

You'll make them taste twice as good when you use sorbitol in your formula. This unique, wholesome new food ingredient does wonders in stabilizing the moisture content of many confections. In addition, it plasticizes the sugar systems used in candy . . . keeping them soft longer. Taste panels score "sorbitol soft" candies higher every time.

In nougats, sorbitol imparts a softer consistency to the newly-made candy . . . and it helps the nougat to retain that improved texture for far longer periods of time, as the candy mellows.

But sorbitol goes further than this. Its plasticizing action lets you make nougats with lighter body, whipped up to greater volume and fluffiness. At the same time, it helps you create distinctive new smoothness of texture, and taste appealing softness.

Try sorbitol in your nougats, and in dozens of other confections, too. You'll find it a simple, economical way to get new qualities. We'll be glad to send technical data and samples for your own experimentation. Just write or call Atlas today.

### TRY THIS SORBITOL RECIPE FOR NOUGAT

A	Soy protein . . . . .	12 oz.
	Corn syrup . . . . .	6 lbs. 8 oz.
	Water . . . . .	2 lbs.
B	Corn syrup . . . . .	5 lbs.
	Sugar . . . . .	25 lbs.
	SORBO® sorbitol solution . . . . .	6 lbs.
	Salt . . . . .	4 oz.
C	Water to dissolve sugar . . . . .	
	Vegetable butter . . . . .	2 lbs.
	Malted milk powder . . . . .	2 lbs.
	Cocoa powder . . . . .	1 lb.
	Powdered sugar . . . . .	3 lbs.
	Lecithin . . . . .	¼ oz.

The frappé (A) is prepared by creaming the soy protein in corn syrup, adding water and whipping lightly. The "bob" (B) is mixed and cooked to 270°F., then added to (A) with constant mixing. Mix (C) together and add the mixture of (A) and (B), mixing carefully to avoid breaking down the frappé. Cast in starch.



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Branford, Canada

# THERE'S A *New Team* BATting IN THE RUNS



**WARREN**

Warren L. Newcomer, long-time Controller and Vice-President heads up the batting order as the new President.



**CHARLIE**

Charles S. Grube, who continues as Vice-President in Charge of Sales will drive in more runs than ever as a new member of the Board of Directors.

The big news in the Chocolate League is the phenomenal record being set by the Wilbur-Suchard Chocolate Company. Candy manufacturers are depending more and more on the uniform flavor, color and viscosity—on the dependable delivery and on the ability of this heads-up leader of the industry to serve their needs.

Now the Directors of the Company have given recognition to the men who are responsible for the growth and development of the Wilbur-Suchard Chocolate Company.



**ROD**

In recognition of his fine job in maintaining the famous Wilbur-Suchard quality upon which our customers depend, Dr. Rodney C. Welch, has been elected Vice-President in Charge of Manufacturing.



**BEN**

And in the important financial slot Benjamin G. Forrest continues as Vice-President and Treasurer.

IT'S THE *New Team*  
WHICH IS PUTTING



**AT THE TOP OF THE CHOCOLATE LEAGUE**

**WILBUR-SUCHARD CHOCOLATE COMPANY, INC., LITITZ, PA.**

**How does the champion  
get to be champion?**



**By being better!** Unmatched through the years is the *California flavor* that distinguishes Exchange Brand Oil of Lemon. That's why Exchange remains the overwhelming sales leader—in fact, the *4-to-1 favorite* over all other lemon oils combined!

So why skimp on quality...insist on Exchange quality and flavor that come *only* from genuine California lemons, grown and skillfully processed by Sunkist Growers.

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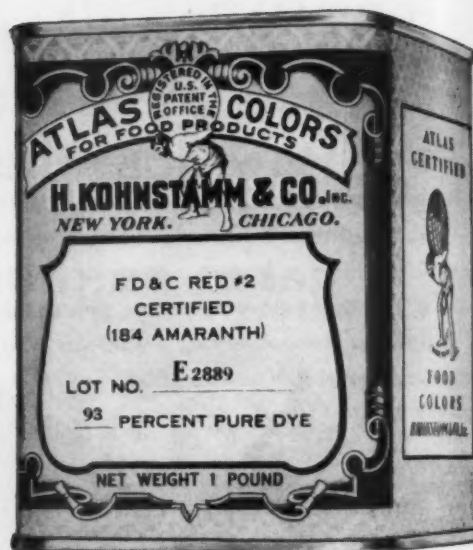
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ATLAS Certified Food Colors, in powder, paste and cube form have *superior solubility, incomparable brilliance and dependable uniformity*. No wonder they have been the industry's standard for a hundred and four years.

You should send for a copy of our booklet for reference as it contains valuable information that will be helpful to you in coloring your products. Also remember that our research facilities and staff of color experts are available for consultation at all times.

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89 Park Place, New York 7, N.Y.

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# Report of the AACT-NCA Technical Conference

EDITORIAL STAFF, *The Manufacturing Confectioner*

**Applied Candy Research, Dr. Lawrence F. Martin, Southern Regional Research Laboratory, U.S.D.A.**

There is no real dividing line between the two types of research, applied and fundamental. All research is, or can be, applied eventually, and fundamental investigations have invariably led to more valuable, practical results. The research conducted cooperatively by NCA and the USDA for the past 12 years has been applied in the sense that it has dealt with the solution of specific candy production problems. Fundamental data needed for the solution has been obtained by suitable experiments.

Antioxidants, yeast and oat concentrate were found to be effective in stabilizing butter or animal fats by chemical analyses of the fat after storing actual candies in which they were incorporated. This work showed that processed vegetable fats require no protection by antioxidants to prevent oxidative rancidity. The formation of free fatty acids during storage of candies containing animal or vegetable fats is another problem.

New food grades of calcium carbonate were tested. Coarse grades can be used as a molding medium for some types of candy. Mixed with starch, the explosion hazard can be reduced. About 15% carbonate added to starch improves the workability of the medium in the mogul. Small amounts of calcium carbonate added to the stripe applied to pulled, hard candy prevents running of color and greatly improves the appearance. The finest grades may be used to cream fudge without preparing a separate fondant batch and will be found effective in accelerating and improving the smoothness of the grain of a short, grained nougat.

Testing of nutritive oils that might be sufficiently

stable to replace mineral oil in slab dressings has been a practical line of research. Several products which gave satisfactory results in laboratory tests are being prepared in larger quantities so that they may be tested in factory production.

Stabilizing the texture of starch jellies is an example of research for which fundamental data will be required. Although certain additives delay the toughening and deterioration of texture, no nutritive substance has been found that will alter the initial and final texture in the desired way. Fundamental research has been proposed to study the behavior of pure starch gels. Information of this kind will make it possible to stabilize texture by suitable changes in formulation and cooking procedures. Basic data are being accumulated towards the determination of the moisture equilibria of centers. Formulas can then be changed to minimize the loss of moisture through confectioners' coatings.

**New Developments in Fats, Oils and Antioxidants for Candy, J. B. Woerfel, Armour and Company.**

Oxidation was a problem formerly connected with meat fats. Antioxidants such as BHA with Propyl Gallate and Citric Acid, NDGA and BHT have been used to stabilize these fats. Certain of these are heat stable and carry through the cooking process to prevent rancidity in the finished product. Oleo oil is possibly the meat fat of greatest interest to the confectioner. It has a pleasing nut or butter-like flavor and aroma and is yellow in color. It is unique among domestic fats, having a relatively short plastic range: a firm plastic fat at 70 F. but rapidly softens and melts with increasing temperature, being completely liquid at 96 F. and above. This is a suitable fat

for caramels, nougats and other chewy candies. Caramels and nougats made with this stabilized oil have been stored at room temperature for over two years with no trace of off-flavor or rancidity. Meat fats can be deodorized and hydrogenated to give fats bland in flavor and white in color but having higher melting points. A coating fat has been developed which has a sharpe melting point of 100-104 F. with a bland flavor and excellent color. Tests by coating manufacturers have been most encouraging.

**Vegetable Fats, Dr. Chester M. Gooding, The Best Foods, Inc.**

Cocoa butter and vegetable fats differ in composition. Palmitic acid is in the central position in the triglyceride of cocoa butter. Vegetable fats have a greater diversity of triglycerides. Hydrogenated and re-esterified vegetable fats produce confectionery coatings with desirable melting points. These offer uniformity and resist hydrolysis development. Acetoglycerides have been developed through re-esterification procedures and offer promise but require nutritional studies before marketing. The use of antioxidants is for the public's welfare.

**Dairy Products for Use in Candies, Dr. E. O. Whittier, Dairy Products Section, Eastern Utilization Research Branch, U.S.D.A.**

Milk is a mixture of fat, sugar and protein. The nutritional values of candies are again being considered. Milk furnishes a complete protein (all essential amino acids required nutritionally). Milk fat hydrolyzes to produce off-flavors. It may be hydrogenated but flavor predominates in the lower melting point milk fats. Butter oil has good keeping qualities. Ghee, an Indian product, has a smoky but non-rancid flavor and may shortly be introduced here. Lactose, milk sugar, is one-sixth as sweet as sucrose but its cost prevents usage in candy. Dr. H. S. Paine used lactose to decrease the sweetness of invert sugar fondants. Proteins inhibit crystallization of lactose. Casein (present in milk) contributes body, flavor and color to candy. Whey protein produces foam which needs stabilization. A cooked, fat-free candy batch can be folded into the whey protein whip. Sweetened condensed whey is not available on the market as yet. The composition of milk products was reported.

**Report of NCA Subcommittee on Confectionery Coatings, Norman W. Kempf, Walter Baker Chocolate and Cocoa Division, General Foods Corporation.**

Last year, the price of cocoa beans was high and the industry was faced with a serious problem. A committee was formed to study research on coatings. Definitions were necessary to arrive at kinds of problems needing study. Three phases resulted: (1) transfer of moisture through coating, (2) loss of gloss in coating, and (3) improvement of flavor with causes for the development of off-flavors in coatings. All companies contacted accepted their assignments. Best Foods developed a quantitative method for determination of loss of moisture through coatings. Soapy flavor was found caused by hydrolytic breakdown (lauric acid) of fats. Elimination of lauric acid would

be long term research project. Syrup density of centers was a vital factor in determination of shelf-life. As shown by the transfer of moisture. Absorption of water by the coating causes enzymatic action resulting in hydrolytic rancidity. Research has been proposed on studies of moisture equilibria of candies. This will be a long-range project. Although the cocoa market is lower now and incentive may be somewhat lacking, work will continue so that an alternate product can be available to counteract possible run-away prices of cocoa beans.

**Automation, John V. Ziemba, Food Engineering.**

Continuous Unit Processing or Mechanization are other names for Automation. This calls for well-conceived engineering. Computers, control units, measuring and recording devices are available but these tools must be integrated. The whole production line must be examined if you wish to mechanize. Radical changes in the process and even in the product may be necessary. Processes should be engineered for automatic control. Bulk handling is a step towards continuous processing. Elimination of materials warehouses will save cost and building space. Finished product warehouses at the factory can be reduced to mere surge points. Mechanical timing systems connected to an electric circuit can automatically start and stop boilers, compressors for cooling tunnels, heat-sealing plates on wrapping machines, and even power to a signaling panel. The continuous method for making fudge and creams through the use of high-strength gelatin and continuous radiant cooling techniques will reduce the previous costly multiple handlings. Elimination of starch-casting operations in the manufacture of chocolate-coated mints and marshmallows has resulted in continuous operations. A study of newer ingredients may help unlock the door to mechanization. Candy processing in some factories will be under automatic sequencing timing control. The more advanced, efficient continuous processes require better-than-manual control. Nuclear physicists have developed a new, rapid method for determining moisture without damaging the sample. Accurate, rapid moisture control during processing will improve product quality and result in production savings. Refined mechanization offers challenging opportunities for progressive companies.

**Automation—A Panel Discussion**

**1. In Cooking by Preston Farley, Farley Manufacturing Co.**

Five objectives merit consideration for continuous hard candy or starch jelly manufacture. These are: economy, capacity, uniformity, flexibility and simplicity. These objectives have been met and an 85% cost reduction achieved. Reduction in labor, space and equipment account for this. Maximum speed out of starch may be 6000 pounds per hour. Flexibility is such that production may be decreased if necessary. Control of product is assured. The only problem involved is the amount of water needed in the formulation but this is not too complex. Variation on formulas is permitted. The continuous process is a "closed system" and hence, highly sanitary. Low maintenance cost of equipment is added advantage.

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## 2. In Cooling by E. H. Morgan, Reflectotherm, Inc.

The process of heating has been relatively easy because of great temperature differences available, but no such force of nature is freely available to create the opposite result. Cooling has always been a costly procedure in time, equipment and money. Cooling can have a profound effect on candy other than the mere removal of heat. Crystallization, shape, surface condition and moisture content are all affected by the speed and nature of heat removal from the product. Warping and cracking result from steep gradients in temperature and/or moisture through the piece. In the case of the average cooling tunnel the major mode of heat transfer is convection. Conduction can occur through the conveyor belt and radiation can occur from the product to the surrounding surfaces. The nature of the surrounding tunnel surfaces will determine whether there will be a net loss of heat from the product by radiant means.

The convective component of heat release from the product depends principally upon the product-to-air temperature difference and the velocity of the air. Convective heat exchange varies directly as the temperature difference and as the 0.8 power of the velocity. The radiant component of heat release depends principally upon the product-to-surrounding-surface temperature difference and the emissivity values of the surfaces involved. Radiation varies as the fourth power of the absolute temperature difference. It is obvious that the cooling tunnel design will determine which component is dominant. Stainless steel or aluminum interior tunnel surfaces are incapable of

absorbing appreciable radiation from the product, and the cooling is nearly completely convective. Highly absorptive interior tunnel surfaces must be capable of maintaining maximal temperature difference if the radiant component is to be of any magnitude. Positive steps can and should be taken to promote radiant exchange to improve efficiency of heat transfer from the surface of the product. Experience indicates that radiation can occur from within certain substances as well as from the surface. Materials that crystallize when cooled, such as chocolate, can be affected considerably by radiant cooling. If internal radiation can remove the heat of fusion without regard to surface conditions, the heat transfer will be more rapid, the crystal size smaller, the gloss heightened, and the product rendered more stable. Materials subjected to distortion due to the thermal stress of steep temperature gradients may be improved by radiant cooling.

## 3. For Aerated Confections by Justin J. Alikonis, Paul F. Beich Co.

Usual beating procedures whip air bubbles of varying sizes into the product. The Diffusion Process, free of moving parts, aerates products uniformly: the air bubbles are of the same size. Uniformity of air bubbles keeps marshmallow fresh. This is example of a continuous process available for aerated confections. Flavor and color distribution is better than with conventional methods. Push-button control is here: pre-mixing, continuous units for processing and handling, but planning is necessary in getting materials to units.



...a brand new **CANDY** ingredient  
that's really different!

# CRANSWEETS\*

*—the sweetest cranberries in all the world!*

Delicious Cransweets are firm, whole processed cranberries, ready to be used in a cordial center. They're made by a process that retains both the natural color and the distinctive cranberry flavor. Sweetness is added, but a touch of tartness remains to provide that mouth-watering appeal. Cransweets are as easy to handle as other fruit centers. Available in graded sizes ranging from 1300 to 3000 count per gallon—six pounds of drained fruit. Add taste-tempting cordialized Cransweets to your candy line now.

\*Trademark of Wisconsin Alumni Research Foundation

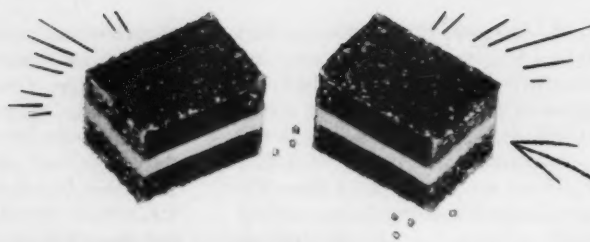
send for your **FREE** sample

Get acquainted with Cransweets. Obtain a generous sample, by sending a request on your letterhead to:

**CRANBERRY PRODUCTS, Inc.**  
EAGLE RIVER, WISCONSIN







# NEW TECHNIQUE FOUND FOR BETTER GUM CANDIES

Latest reports tell how high-conversion corn syrup was used to make the best starch gums and jellies so far produced by the candy industry. Facts released by a governmental agency, and recently published in the trade journals, reveal that formulation with high-conversion corn syrup greatly improved the texture and increased the shelf-life by more than 400%.

It will certainly pay you to find out how Rex and Globe corn syrups can assure you of gum candies that are tender, tasty and lasting. There's a dividend, too, in economy and easy handling when you use Rex or Globe corn syrup. Give us a call, our technical staff will be glad to show you how.



**CORN PRODUCTS REFINING COMPANY**  
17 Battery Place, New York 4, N.Y.



TIONE







# candy packaging

*Why they buy candy—  
and why they don't*

*The Advertising Agency  
and Premium Promotions*

**PUBLISHED BY**

**THE  
MANUFACTURING  
CONFECTIONER**

**AUGUST, 1955**

**SELL  
MORE  
CANDY  
EASTER  
EGGS**



*with Genuine*

**SELF-LOCKING  
EGG CUSHION CARTONS**

Lift your Easter Candy Eggs out of the bulk class. Command better prices...sell in greater volume...increase your profit per dozen...by packing them in *genuine Egg Cartons!*

This novel packaging idea offers outstanding display possibilities...stimulates point-of-sale action. Its sure-fire appeal is solving Easter merchandising

problems for alert candy manufacturers.

As leading manufacturers of genuine Egg Cartons, our large facilities give you high quality cartons at low cost, enabling you to pack Candy Eggs at substantial profit to yourself.

Samples and prices gladly sent on request. Stock or special designs available. Selling season is near. Write now to—

**GENERAL PACKAGE  
DIVISION**

THE DIAMOND MATCH COMPANY  
585 E. Illinois St., Telephone BUperior 7-3886, Chicago 11, Ill.

★ *Pacemaker in Egg Packaging* ★

# SYLVANIA CELLOPHANE

## \*HAS A NEW NAME



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IS PROTECTED BY TAILOR-  
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# Why they buy candy— and why they don't

STUART SIEBERT, *vice-president, Weiss and Geller, Inc.*

**N**o one knows better than the experts in this industry just how candy is made—about the chocolate and the milk and the cornstarch and other ingredients that go into these delicious confections.

But I'm also sure that no one knows better than you that candy is more than just a combination of wholesome and toothsome ingredients. For example, candy can be love, and reward, and tribute and temptation. Unfortunately, it can also be punishment and guilt and denial. In short, candy is both a tangible product and an intangible emotion. And I think you will agree with me that the customers, young and old alike, who buy and consume your product are as much influenced by the emotion as they are by the sweetness and satisfaction of candy, itself.

Recently, our advertising agency undertook a psychological study to find out just what candy means to people emotionally—what unconscious impressions and attitudes cause them to buy or resist buying. I would like to tell you something about that study—why and how it was made, and, most important, what we learned about these hidden underlying appeals of buying and eating candy.

For the study, we used the techniques of motivation research, a relatively new approach in advertising. Motivation research consists simply of tapping that rich vein of knowledge about human behavior which

has been accumulated by social scientists over the past fifty years—a half-century in which psychologists, psychiatrists, psychoanalysts, anthropologists and sociologists have learned that the combination of motivations which stimulate us to action may be compared to an iceberg—one tenth visible and nine tenths submerged. Whenever we buy something, for example,

the visible tenth of the iceberg is the way we consciously approach the purchase—evaluating by such things as need and price and quality.

But the submerged nine tenths are our unconscious motivations. These emotional beliefs, and prejudices, superstitions, desires and fears that we hide even from ourselves. Psychiatrists and psychologists have long known that it is these unconscious feelings that have the greatest influence on our supposedly reasoned and rational decisions.

For example: on a rational basis, a man provides himself with three very good reasons why he needs a new car: (1) He will get a better trade-in at this time. (2) His family will be safer not

riding in the old jalopy. (3) He was just promoted and a new and better car is necessary for his increased prestige.

But from studies we have made among automobile owners, we have learned that the unconscious motivations—the submerged nine tenths of the iceberg—are much stronger. To sit behind the wheel of a



"Children, I told you to keep out of the candy box"

powerful, shiny new car gives the buyer a sense of personal prowess and a reassurance of his masculinity which his old car fails to deliver. The new car proclaims to the world—and, just as important, to the buyer himself—that he is strong and virile and successful.

In 1948, Weiss & Geller first began to study these submerged buying motives as revealed by the techniques of the social scientists. At that time we were virtually the only advertising agency in the country to feel that these psychological explorations might point the way to more effective approaches to advertising and selling.

Today, seven years later, motivation research has become one of the fastest growing fields in advertising—while in our own agency we have seen it pay off time and time again in increased sales and greater customer satisfaction for such clients as Toni Home Permanents, Mogen David Wine and Wrigley Spearmint Chewing Gum.

It was in the course of our studies of buried psychological attitudes toward chewing gum and sweets and diets and other allied fields that we first became aware of the fascinating role that candy plays in our emotional lives. And as a result we decided to undertake a separate pilot study of the subject, a study with children, adolescents and adults—designed to uncover these underlying appeals of buying and eating candy.

The methods and devices we used, as in all our motivation research, were borrowed from the psychological clinic.

In these clinics, psychiatrists listen to the free associations of their patients with an ear trained to discover underlying problems—the forces at work in shaping their character and personality.

Likewise, in motivation research, a specially trained psychologist conducts a depth interview with the consumer in essentially the same way: The respondent freely discusses his own experiences and background in the area of life touched by the product or service. In this instance, he discussed his own personal associations with candy, the attitudes of his parents and his own present conceptions based on emotional experience.

By knowing what to listen for and how to interpret what he hears, the psychologist learns how the respondents' underlying wishes and fears and conceptions about himself are reflected in his attitudes toward candy.

Along with these depth interviews, scientists have developed tests designed to uncover buried feelings—the many things which people will not or cannot express directly . . . even to themselves. Originally used for clinical diagnosis, these tests have come into wide use in the social sciences generally as ways to penetrate beneath the surfaces of man's rational behavior. In fact, some of these



"He took candy . . . and got real sick and died"

tests may be used by your own companies in personnel screening and placement.

In our motivation research, we do not trust answers to direct questions to tell us the consumer's real feelings, because we know it is impossible for him to tell us (or himself) the real "answers." But by using these projective techniques which ask him to tell us how "other people" might feel and act in certain circumstances, we know that we can get at the real motivating patterns of his personality. What he cannot tell us directly, he reveals indirectly through his discussions of "other people."

This is particularly true in working with children who lack the background or patience or vocabulary to express themselves fully, but who reveal their attitudes in what they consider "games." In this case, we used three such "games:"

**The Story Telling Game:** Which was a series of seven pictures depicting scenes and characters suggesting various candy-related situations. Here each child was asked to make up a story about the people in the pictures, tell us who they were, what they were doing and how it all turned out.

**The Cartoon Fill-Ins:** A series of provocative questions or statements in cartoon form give the children an opportunity to react through the cartoon characters.

**The Sentence Game:** Unfinished sentences are designed to bring out attitudes toward candy eating and the related areas of spending, receiving, taking, sharing, etc., as well as general feelings in other areas.

In the course of conversation with the child—before or after the tests—interviewers talked about "the first piece of candy they remember," and their favorites and dislikes, what their crowd eats when they're together, and what the family candy giving (or taking) pattern is.

At the end of each interview, interviewers offered a box filled with an assortment of candy and the child chose a piece or pieces while the interviewer attempted to learn the reason for the selection.

And now, let's look at some of the findings:

First, we learned that the basic satisfaction in eating candy is the same for the little girl with her penny licorice stick, the welder with his candy bar from the factory vending machine, and the society matron daintily munching her bon-bons. They are all seeking the same primitive psychological and emotional need—the need for love.

We found that the way people act and feel about buying and eating candy is a reflection of their early experiences in successfully getting love and comfort and affection—and in being deprived of them.

In early life, candy is frequently equated with love. Parents provide candy as a reward for good behavior, a recom-



"She knew her mother said no . . . but just once wouldn't hurt"

pense for loneliness, a treat to follow some ordeal. Parents give children candy for being good or for helping with the dishes or for eating their spinach. They bring children candy to make up to them for being away. The generous uncle and the indulgent grandmother always have treats in their pocket, and the doctor gives the child a lollipop after the vaccination. This evidence of love strengthens the motivation for eating candy, and the association with being loved is carried on into adult life.

But candy has not always these completely pleasant associations. Parents also withhold candy or they threaten to. And so candy becomes tied up with "not enough" gratifications, with restrictions or punishment imposed by parents—and with not being loved.

Thus, in some cases, people—both children and adults—quite unconsciously associate eating sweets with compensation for feelings of loneliness or with self regard for the accomplishment of some unpleasant task. "I'm entitled to it" is the buried thought expressed time and time again in the depth interviews and projective tests of our study.

On the other hand, there are many cases where the threats and punishment of parents have produced guilt about eating candy—both among children and adults—as we learned from our interviews. Because the withholding of candy has been used as a threat or a punishment, the impulse is to "sneak" some—and the eating is associated with retribution and anger.

For these people as adults, the eating of sweets is often accompanied by uneasiness—"Do I deserve it?" they unconsciously ask themselves—and consciously rationalize their doubts in terms of calories or complexion or just whether candy is "good for them."

We believe the implications for advertising and selling candy to be found in the realization of this emotional equation of candy and love are of great importance. For example, a recent advertisement aimed at adults pictured a child "sneaking" candy while her mother's back is turned. The headline refers to this as "fun"—a fun which is lost with childhood, but recaptured in some mysterious way in eating this particular brand of chocolates.

Our research indicates this is a dubious approach to selling candy. It arouses feelings of taking from the mother who would presumably not allow the candy if she were looking—and so the eating carries the buried implication of being rejected by mother if the eater were caught. Certainly not an appetizing psychological association! The advertisement suggests none of the real feeling of being given affection and of feeling secure, that is the real gratification of eating candy.

A contrasting illustration is a test campaign for another candy maker. In this case, the maker has assumed that flavor was the primary reason for buying candy, and had therefore advertised, "smooth, rich, creamy coated chocolates—everybody likes them." But applying social science knowledge to the problem

led them to try another slogan in a test market in which candy was portrayed as a stimulus and a reward. "Make that tough job easier—you deserve our candy," they said, and sales ratios more than doubled.

Incidentally, it is interesting to observe how this equation of candy with love and reward and deservingness is reflected in the etiquette of serving candy to guests and in our folklore.

The fantasy of a big "Rock Candy Mountain" or a "marshmallow world" has its real life counterpart in the attitudes of many of the people we interviewed. They find satisfaction in having candy always accessible around the house, habitually including candy in the lunch box, knowing that candy is "so easy to get—you can always pick up a bar."

These people stress that it is "all right to eat candy whenever you want—within the bounds of good sense."

They like to presume there is enough candy for everyone and that it is given freely. These buyers have no guilt or punishment associations.

These people feel strongly that candy is to be put openly in dishes so that it may be shared—not hidden in cupboards to be raided. The hospitality and fellowship inherent in giving and receiving is one of the real gratifications for them in eating sweets.

Closely associated with this identification of candy with parental attitudes is the candy seller. There is a prevailing image of him as a good provider—a kind, indulgent fellow who is not interested in your money so much as in giving you

pleasure—and in making it "permissive" to indulge yourself.

From our picture story game we learned that there is a great feeling of either pleasure and affection or outright antagonism directed at the candy seller. He becomes loved or hated in terms of our individual experience, our own projected attitudes and conflicts toward getting candy, i.e., affection.

The candy seller may, therefore, be pictured as a mean man—or a kind and generous one—depending upon the background of the person interviewed—but the wish for a bountiful giver is implicit in all of the responses.

We believe this emotional importance attached to the candy vendor and the fantasies attached to his image may have considerable significance in indicating new approaches to advertising and selling candy.

In the real world of supermarkets, this satisfying and affectionate aspect of candy buying may appear to be dwindling, but on the emotional level the image of the fatherly candy seller retains a powerful emotional appeal. Witness, for example, the great popularity of the Good Humor Man as a personification of the fantasy.

The creation of the benign candy seller personality in packaging, in portraying company personalities, in advertising symbols and in TV personalities—would undoubtedly arouse great interest among children and awaken nostalgic memories or feelings among adults.



"How come the baby gets all the candy and I don't"



Paradoxically, while this study was primarily concerned with exploring the emotional reasons why people eat or do not eat candy, there was little direct information about the two problems that, today, most concern the industry—attacks by the dental profession and the mounting concern with calorie consciousness.

The paradox is explained, however, by the study's indications that neither of these factors are the reason why people do not buy candy—they are apparently only convenient excuses seized upon by people who have other emotional blocks against confections.



"You took ten cents for candy . . . I'll never trust you again"

For example, many of the mothers in the study voluntarily and almost dutifully registered a consciousness that candy "is bad for the children's teeth". It was quite apparent, however, that this "knowledge" had no actual effect on their buying habits. Those mothers with resistance based on guilt or punishment of the withholding of love simply used "it's bad for the children's teeth" as the rationalization for their previously established pattern of rejection. On the other hand those mothers who gave candy generously made no apparent change in their buying habits as a result of the dentists' prohibition.

From these preliminary findings it would appear that the emotional appeals of candy are far stronger than the "reasonable" idea that eating candy now might result in damage to teeth at some indeterminate time in the future.

Attitudes toward candy as a high calorie food were somewhat the same. Where candy was mentioned as "fattening" there was evidence of guilt or other resistances underlying the rejection.

Other motivation studies of calorie consciousness might be helpful in evaluating the extent and possible corrective approach to this industry problem. These studies reveal that dieting which is not medically prescribed results from a combination of cultural and individual psychological factors that cannot be linked to or combated by any single product. In other words, it would appear that any effort on the part of candy manufacturers to deny or defend the calorie content of their product futile without radical changes in phases of our culture pattern that have nothing to do with food, itself.

On the other hand, there is strong evidence that, here also, the emotional appeal of candy, properly

presented, is stronger than the resistance to "fattening" candy. And that the best selling approach is a positive presentation of candy in terms of emotional appeal—rather than defending candy against negative associations.

One of the most surprising discoveries in our psychological study was the great emotional importance attached to what we call "the surprise in the center,"—those mysterious substances in the middle of chocolates and hard candies. Time and time again, the older people we interviewed would recall with gusto the childhood thrill when they took hard candy out of their mouths and watched the changing colors as the candy got smaller.

A counterpart of this fascination with what is inside, is shown in the numerous jokes about persons who squash chocolates to see the filling, or nibble the chocolate coating and then replace the piece in the box.

We learned that this great concern with what is in the center stems directly from the different kinds of emotional satisfactions found in different kinds of candies—emotional satisfactions relating to childhood and having little to do with the basic gratification of eating sweets.

Why do some people like smooth consistency in centers and some want chewiness, while others like the crunch of hard candies, nut or brittle centers? Why did our respondents voluntarily speak of these enjoyments not only in terms of taste and consistency but also identify them by shapes and colors as important to their satisfactions?

Why did some people place an unconscious emphasis on the delights of rolling hard candy around in the mouth, others indicate in their unconscious projections that they enjoy the sucking action required for a lollipop, while still others dwell on the pleasant satisfactions of biting and chewing?

The way in which these different urges and impulses are expressed in preferences for chewy, hard or soft candies are apparently an outgrowth of early feeding patterns. To the child, sucking and biting were physiological responses to hunger and discomfort; sensations that were either gratified or frustrated by the mother who fed or did not feed the child whenever it was hungry. And so, in later adult life, this pattern for seeking relief for either hunger or frustration remains, and is satisfied by types of candy according to the individual needs and background.

Incidentally, there are special emotional gratifications inherent in candy bars, particularly chewy ones. Not only children, but a good many adults, enjoy candy bars because they can be sucked, chewed and played with in ways that are not generally allowed socially. Such candy bars make messiness a permissible thing, which carries an important satisfaction to many in our highly sanitary and cleanliness-oriented society.

Now, adults of course, don't eat candy with the same free abandon as children. Their lollipop has been exchanged for hard candy, and a chewy bar of chocolate is eaten more discreetly.

*But, the impulses and pleasures are the same!* There is a distinct indication that the candies that

best preserve the dignity of adult manners, yet at the same time offer the universal gratification of oral manipulation may be expected to be most popular.

In our study, we learned that the problem of what to buy or what piece to take is a real and important problem to children. We learned that children also have a great deal of difficulty in deciding whether to spend their money or to save it—and whether to save their candies or to eat it all up.

The explanation that specialists and children psychologists have given is that safeguarding resources is a large part of the learning process. And to the child, the importance of money as something to be saved versus money to be spent on candy can be a real dilemma in terms of parent approval.

Thus, while the intake of candy has an obvious strong appeal, the surrender of a child's money is often accompanied by guilt and regret. We learned that this is why the charms or prizes in candy boxes and the comic wrapping in candy or bubble gum are so popular with children. When the gum or candy is gone, there is still something left to keep, something to justify their purchase, to themselves if not to their parents.

Apparently, the regular allowance for candy or the continuous access to a candy dish at home, serves to ease this conflict. Similarly, the assurance that candy will always be available and permitted reduces another difficult decision for the child: whether to

hoard to be sure there is some on hand, or whether to eat it all up now.

Closely allied to this dilemma, is the importance children attach to the easy divisibility of candy. As we have previously seen, it is important to both children and adults that candy—being equaled with love—is something to be freely offered and openly shared.

And when a child makes his important economic decision to spend his limited resources for the same purpose—it is important to know that the candy they select can be easily and equally divided, whether it be a box, a roll or a bar.

Through these and other examples, we were continually impressed with the evidence of this truth—that on the emotional level, candy satisfies needs that are every bit as real as are the needs for creating and restoring energy, or the human need for sweets.

Unconsciously, we all associate candy with love; a dependable love that is always available when we need it. There is truth in the rationalization that candy is a pick-me-up when we are tired, a nourishing and pleasant antidote for fatigue, but there is equal truth in the importance of candy as an antidote for loneliness, frustration and apprehension.

From the understanding of these emotional satisfactions of candy and how to present them—may well come expanded markets for your industry and increased satisfaction for your customers.



The cartoon drawing above is typical of the tools of the psychologist in his studies of motivation research. Sheets of this type are given to children, and the child is told to complete the sentences and thoughts expressed by the characters in the cartoons. By giving expression to those characters, the child unconsciously expresses his own attitudes, in a manner which he could not do in answer to direct questions. The small pic-

tures on the preceding pages are other tools. These pictures are given to the children, with instructions to "make up a story" about each picture. This is also a method of getting the child to express his attitudes toward a specific object in an unconscious way. The quotes under each picture were typical of those expressed by children. The picture above is a facsimile of a drawing completed by a child.





PACKAGING THAT LETS HER SEE...MAKES HER BUY

*Faster sellers go to market  
in sparkling, crystal-clear . . .*

*Saran film*

- **it's moisture-proof!** Saran film keeps moisture in or out as your product requires. All the weight, flavor and freshness you pack reach the consumer intact.
- **it's tough and pliable!** Saran film makes neat, tight packages that reduce breakage and returns to a minimum, withstand handling, won't become brittle with age.
- **it's crystal-clear!** Glistening saran film shows off food products at their appetizing best to stimulate impulse sales . . . and its eye-appeal is there to stay!
- **it's economical!** Add up the packing, shipping and sales advantages of saran film packaging and you'll find it the economical answer for your packaging.

- **it can increase profits for you!** Dow will be glad to help. THE DOW CHEMICAL COMPANY, Midland, Michigan.



SEE SARAN WRAP ON TV!

The same protective wrap for household use. Monday nights on *Medic*, NBC-TV . . . recently voted the most outstanding program on television.

The Dow Chemical Company  
Plastics Sales Department PL600C-1  
Midland, Michigan

Please send me full details on saran film for Meat ☐ Cheese ☐  
Candy ☐ Baked Goods ☐

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

*you can depend on  
DOW PLASTICS*



# The Advertising Agency and Premium Promotions

ROBERT E. HEALY, *vice-president, McCann-Erickson, Inc.*

It is a great privilege to participate with you in this Conference; and to discuss, here, some of our basic thinking, as an advertising agency, on the place and use of premium promotions to meet today's marketing objectives.

It was not so long ago that the advertising agency was called on to act more like a consultant than a father to premium promotions. In the past, by and large, our advice was sometimes asked for. But today, we believe it is an integral part of our marketing responsibility to our clients to initiate the right premium for the right purpose at the right time, and to plan every major detail of its handling.

This is a significant shift in attitude, and it has taken place for very significant reasons.

Let me try to summarize some of the basic reasons for the change, which are powerful enough to have affected *all* modern marketing strategies. In doing so, they are steadily creating, I believe, a newly-important role for premium promotions in the total marketing picture.

Let's look first at some of these changes.

Certainly, every product field has undergone a marketing revolution in the past fifteen years alone. And one of the main forces in this marketing revolution is the technological improvements taking place in the production of consumer goods.

Not only are these goods constantly improved in quality, but more to the point here, the *competitive distances* between them are being reduced. We don't find many bad products remaining long in the market these days—and the *best* products face serious competition all around.

As a result, marketing strategies must create com-

petitive differences which production skills are reducing. And this clearly is giving premium promotions an increasingly important opportunity in modern marketing—a direct device to make one product stand out from another.

Moreover, there are many more products today, in almost every field, than there were only fifteen years ago—and this has resulted in a jungle warfare for shelf-space, particularly so in the 530,376 food and drug outlets of the nation.

This marketing warfare for shelf-space is creating, if not a new, certainly a newly-important role for premium promotions.

There is a third trend in today's marketing, which fits in here. It finds the *manufacturer*, wherever he can, putting more and more emphasis on selling the consumer at the point of sale, rather than relying on the efforts of the *dealer* to do so.

This, also, is creating newly-important opportunities for premium promotions.

But even more than that, it points directly to the profound and basic change taking place in the relationship of manufacturer, dealer and consumer, which is the long-term trend in American marketing. This has greatly accelerated in the post-war years and is now swiftly affecting *every* phase of marketing, merchandising and advertising.

Let's look a little more closely at this long-term trend in U. S. Marketing, for it is the single greatest force, I think, changing your business lives and mine. Its significance can, I think be diagrammed in simple charts; although no diagrams, of course, can hope to catch all the complexities and confusion of the history of U. S. marketing.



## CANDY TREATS

taste fresher  
**SELL FASTER**

when packaged on the Automatic  
**CAMPBELL**  
wrapper...

- Wraps 3 to 5 units per second!
- Keeps candies factory fresh
- Wraps without crush or breakage
- Requires no boards—unless desired
- Uses all types of wrap materials
- Heat, glue or crimp seals
- Wraps products of most any shape
- Save labor with 1 person operation

*Wraps Americas Leading Candies*

Write for brochure.

**Campbell**  
WRAPPER

New York office  
55 West 42nd St.

Manufacturers of Aniline and Gravure Presses, Folders, Interfolders, Laminators, Waxers, Embossers, Sitters, Sheeters, Roll Winders, Pouching Machines, Crepers and Tissue Converting Units.

These charts may, however, tell us something:

### Situation 1

Not so long ago, the typical manufacturer's selling activity effectively stopped at the dealer or distributor. The maker usually sold his product to a *store*—not to *people*. The maker's attitude was, in effect:

"We produce the product. The *dealer* sells it."

And it is interesting to observe how deeply imbedded this point-of-view still remains in the marketing thinking of some companies.

The dealer, in those days, did all the selling of the product to the consumer. In such a situation, the consumer looked to the *dealer* for quality and values, rather than to the *maker*.

Since the dealer stood squarely between the consumer and the maker, it was the dealer who actually controlled the market—and so, largely controlled the maker's profits as well.

### Situation 2

The maker, here, continues almost all his selling efforts on the dealer. But he adds some pressure of his own on the consumer—primarily to help the dealer move his product faster.

A related pattern is insurance selling today. The "dealer"—that is, the insurance salesman—still does most of the work of locating and directly selling the consumer. But the retail insurance salesman is getting more and more help (as I'm sure you've noticed lately) from the Home Office, through its direct advertising to the public.

### Situation 3

As the maker seeks more control of his markets—usually to fight off competitive pressures—he takes steps to *push the consumer toward the dealer*, usually, but not exclusively through consumer advertising.

The maker here takes direct action to shorten "the selling gap" between the prospect and his product; *pre-selling* the product; getting the consumer to *ask* the dealer for it.

This is the essence of modern marketing. The dealer (at this stage) is still left with a considerable amount of consumer-selling to do; but the maker is quite active as a *seller* too.

Current automobile marketing is an example of this pattern. Certainly you will agree that Chrysler, General Motors and Ford are doing a great deal of the selling of their own cars these days; pushing the prospect, as hard as they can, *toward* their dealers, not waiting for the dealers to do it alone.

### Situation 4

The maker, advancing in his role as marketer, now strongly increases his marketing pressure on *both* dealer and consumer—in a pincer-like movement designed still further to "shorten the gap" between consumer and product.

This type of marketing design is familiar, for example, in the appliance field and in home-furnishings. In both these fields, unlike automobiles, a great part of the marketing battle is the competitive fight to get space for one's product on the dealer's floor; to

put an adequate representation of the line *physically within reach of the consumer.*

Because of the large physical units involved, retail space is necessarily limited; and competition for the dealer's space is fierce indeed.

But the consumer *also* must be sold by the manufacturer; and sold very hard in these highly competitive fields. For it is no less important, to your share of market, to stake out an adequate share of your *consumer's mind* than it is to get an adequate share of your *dealer's store-space.*

After all, no matter what it is you're selling, or where, or to whom, there's only *one* place in which the sale can be consummated.

And that is in a customer's *mind!*

But the battle for space in the *mind* and space in the store must be integrated. This is one of the increasing areas of responsibility for your advertising strategy.

We recently went through just a battle, serving a client whose advertising budget was limited. It was essential to marketing success, in this case, to insure *adequate inventories at the dealer level* of the company's new patterns, before a single customer could even see the new patterns and be made to want to buy them.

This is done by an advertising device—by *one* carefully planned and timed advertisement, added to the regular schedule. It looked like no more than an orthodox "dealer-listing" in Sunday Supplements—but it had far-reaching merchandising plans behind it.

Each dealer was required to order a minimum stock of the featured merchandise in advance, in order to gain his store-listing in the advertisement—and the company's management set a challenging target of 5,000 participating dealers for this key seasonal promotion.

I'm sorry I cannot give you more particulars here. What I can report is that in this precise example of increasing pressure on the *dealer*, through a consumer advertising device, not 5,000 but more than 7,500 dealers participated—each of whom placed a substantial order for at least an acceptable minimum inventory, which paid for the advertising many times over.

#### Situation 5

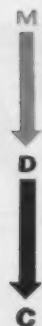
Finally, we come to the modern marketing design for those manufacturers who distribute today through supermarkets, and those other outlets where consumers increasingly make *their own selection* of merchandise, without benefit of retail salesmanship.

In contrast with the old marketing pattern, notice the reversal of position, here, of the customer and the dealer. The maker is now very much the seller too; now does *most* of the active selling to the consumer. Whether it's Del Monte or Procter & Gamble or General Foods, the maker sells the consumer *before* she enters the store, in order to insure his sales once the consumer is *in* the store.

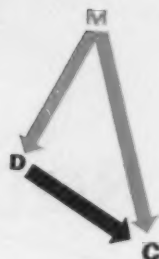
The consumer, here, is clearly buying the maker's product—a Del Monte, Procter & Gamble, or General Foods product—not the dealer's product.

And consumer demand, *created by the maker*, can

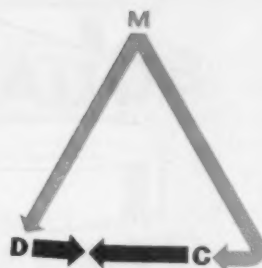
Situation 1



Situation 2



Situation 3



Situation 4



Situation 5





**CANS**  
BY  
**EASTERN**

**ROUND**

**SQUARE**

**OBLONG**

For Chocolates, Hard Candies, Cookies, Glazed Fruits, Fruit Cakes, etc. All types and sizes of cans. Beautifully lithographed. Our art department will submit color sketches upon your request. Outstanding stock designs of our own creation available.

Let us show you samples and quote prices on beautiful cans especially suited to your product.

**EASTERN CAN COMPANY, INC.**  
48 KEAP STREET  
BROOKLYN 11, NEW YORK

now be made a major part of his marketing pressure on the dealer himself, to insure his stocking and displaying the brand.

The dealer may well resist this, in order (for example) to push his own brands. But he cannot resist it for long, when the maker truly creates consumer demand, and so takes final control of his market.

This situation is well symbolized by the shopping-baskets, now as much a part of the equipment of a supermarket as its shelves and check-out counters.

What else do these shopping baskets indicate but that the consumer makes *her own selection* of the brands she knew were good brands before she ever entered the store. The baskets remind us there's now no physical barrier, no old-fashioned counter, or old-fashioned retail clerk, standing between the customer and the product, in the stores which sell 80% of the volume of grocery store merchandise today.

Clearly, it is no longer the dealer who reaches for the brand he will sell the consumer. The customer reaches out for the brand *she* wants.

#### Who, then, has sold the brand ?

Any individual company may find its most profitable marketing design in *any* one of the five charts shown here.

But I think I can safely say that the *trend* of marketing in any particular field is from situation 1 to situation 5 as shown on the charts.

Pressure to guess the dealer's role, however, important in the actual sales of the product, has become somewhat smaller in recent years—and will continue to become so—even as the dealer-arrows in the charts become smaller. The modern dealer's function, more and more, is to service the *manufacturer's* customers rather than to sell *his* customers.

As a result, the manufacturer's role *as the manager of his own marketing* grows steadily more important. Indeed, the essential difference between yesterday's and today's marketing is shown by the vertical diagrams. This essential difference might be described as increasing the "selling velocity" of a product by *shortening the selling distance between the Maker and the Consumer*.

And *everybody* profits—Maker, Consumer and Dealer alike!

One good reason for the basic trend in U. S. marketing we have just looked at, is that the modern manufacturer has discovered it is less expensive and more efficient to increase his sales pressure *directly on the consumer* than to do so on the *dealer* today.

To create such direct pressure on the consumer is, of course, the advertising agency's primary responsibility.

#### Premium promotions

And when "consumer pressure" is the target, it's hardly a surprise that the alert and modern advertising agency looks seriously on premium promotions as part of the basic artillery with which to soften and capture a competitive market.

Used properly, premium promotions *force the consumer to pay attention to our product*, instead of our competitor's product.



But let us not skip too lightly over those two words:

### "Used Properly"

For they are the heart of the matter, in a profit-making premium venture. It seldom happens by luck, anymore, with the increasing *importance* of premium promotions, plus the increasing *complexities* of modern marketing, must come an increasing sense of *responsibility* about the right use of premiums.

It's too easy to go off half-cocked; to be seduced by an apparently clever or cheap idea—only to find it a dud because no one really related it to the total marketing picture.

I would insist that, in every case involving the use of premiums, there must be a *complete* understanding—not a partial, but a complete understanding—of the entire marketing situation, if success is to be more than merely a matter of luck.

Our own marketing staff, for example, lists more than 60 different, specific objectives which can be achieved through the use of premiums.

Which are the ones to select, in any given instance? And *why*?

Let me cite you a recent effort which, for obvious reasons, I cannot identify here—The company, to stimulate sales to consumers, offered a cigarette lighter for 50c.

To get the lighter, the consumers are obligated to visit a retail service outlet, obtain a coupon, and put 50c in the mail.

Here are just a few of the things that were, to say the least, ill-considered:

1. The particular outlets involved are extremely low-traffic stores. Unlike food or drug stores, consumers must go *out of their way* to visit these outlets, to take advantage of the offer. This fact, alone, guaranteed a low rate of return.

2. At no time in the operation, was the consumer induced to sample the product involved.

3. The product was one never bought on impulse, but only as needed.

4. Stimulating store traffic between purchases, in this case, was a meaningless marketing gesture.

5. Finally, the lighter offered as a premium was also available in over 200,000 retail outlets at a retail price of 89c. The price-spread was hardly enough to justify much consumer response.

The notable success of manufacturers who have built substantial businesses by employing a variety of dynamic and exciting promotional methods has apparently created in manufacturers of all types of merchandise a desire to "throw away the book".

As a consequence, to many manufacturers the answer to all problems involving sales, distribution, share of market, etc., lies in reliance upon irresistible promotions—promotions which the consumer will find so attractive as to compel a sale.

The appeal of forced selling techniques is analogous to some extent to the lure of show business to the uninitiated. On the surface, forced selling techniques are dazzling, spectacular and resultful. Corporate executives who have never entered the promotional maelstrom sometimes act guilty because they too have never set off promotional fireworks.

## For Maximum *Attractiveness* Use SWEETONE Flossine



Flossine is the candy mat supreme . . . pure white . . . bulky . . . sure to enhance the interior appearance of your candy package. Embossing, cutting and die cutting to your requirements.

*Write Today* for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

## George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.



## SELECTROL weighs, sorts and counts every package

Time consuming individual weighing of each package is eliminated when you install a SELECTROL in your candy packaging line. Over and under weight packages are smoothly diverted from the correct line for trimming. Immediate labor savings are effected for usually less than 10% of packages need be corrected, 90% go through without extra handling.

Watch your profits increase when you quit giving away costly products in overweight packages. Eliminate the dangers and inaccuracies of spot checking—keep an accurate check on every package that leaves your plant.

SELECTROL tolerances are adjustable. Rejection accuracy can be held to 1 gram, plus or minus, at speeds up to 100 packages per minute. Investigate SELECTROL—product and labor savings frequently pay for a machine in a few months.

*Sales and Service Coast to Coast*

# Exact Weight Scales

Better quality control  
Better cost control

THE EXACT WEIGHT SCALE COMPANY

912 W. Fifth Avenue, Columbus 8, Ohio

In Canada: P.O. Box 179, Station 5, Toronto 18, Ont.

All of this has given rise, of late, to a form of dynamic merchandising with little to justify it except a desire to be a dynamic merchandiser. In essence, this involves plunging headlong into a promotion for any one of the following reasons:

1. A similar promotion was used by a generally successful manufacturer.
2. Someone heard about a similar promotion and assumed that it was real successful . . . documentation in these cases is always hazy.
3. The desire by management to prove it can wheel and deal as well as the next fellow.
4. The inherent urge to "make people sit up and take notice".

Promotions which have their genesis in this type of climate are headed for real trouble. At the outset, they create a certain amount of internal excitement. Management's behavior is not unlike that of a boy with a new toy . . . "Well, now at last we're doing something". When the expected results fail to materialize, everything is blamed but the fact that the promotion was not the indicated remedy for the specific illness.

No two merchandising situations are, of course, precisely alike. This makes it all the more important that any decision to go the promotion route must be preceded by a realistic appraisal of the *status quo*, and of the specific objectives which can be profitably gained by the use of premiums.

This involves among other things an appraisal of such seemingly non-connected matters as:

1. Packaging
2. Size and capability of the sales force.
3. Method of distribution
4. Type of consumer
5. Price of the Product
6. Trade Practices
7. Profit Structure
8. Re-purchase Cycle
9. Competitive Offers
10. Etc.

A venture into premiums which does not take into consideration such marketing situations is likely to be pointless and more often than not, unproductive.

Consider some of the specific elements which had to go into the successful planning and execution of just one premium promotion for a leading manufacturer of appliances.

Simply enough, we wanted to induce consumers to leave their homes and subject themselves to a *product-in-use demonstration* of a major appliance.

It is axiomatic in this business that demonstrations lead to a high per cent of sales. The device employed was an offer of an inexpensive but desirable premium, absolutely free to the consumer, simply as a reward for watching a complete product-in-use demonstration.

The offer was first made to the public over a television show with a proven track record.

Result? A sales increase of 162% for these high-check items over a comparable period the preceding year, directly stimulated by the offer of an inexpensive premium.

Now consider some of the questions this company

had to answer affirmatively before going the premium route:

1. Would distributors and dealers stand still for a proportionate share of the cost of the premium?
2. Could the distributors' sales force effectively sell such a promotion to the dealers?
3. Could dealers be prevailed upon to set up an appliance so that it could actually be used for a product demonstration?
4. Could the demonstrations be handled smoothly at the dealer level, taking into consideration the normal procedures in an appliance store?
5. Would enough dealers "buy" the promotion to warrant national advertising support? Etc.

Adn here are some of the many different objectives



*Glassine*

is a versatile paper in the candy field. Various grades of Rhinelander glassine are used for dozens of jobs such as case liners, bon bon cups, inner and outer bar wraps, chocolate dipping sheets, and box dividers. We'll gladly send you samples. State application.

**RHINELANDER**  
Paper Company • Rhinelander, Wisconsin

which had to be precisely defined before making the decision to go ahead with the premium:

1. To load dealers with merchandise in anticipation of heavier-than-normal sales induced by the premium.
2. To provide distributors' salesmen with a reason for working more cooperatively with our dealer.
3. To create a "buying atmosphere" in stores handling this company's merchandise.
4. To gain status as an aggressive, promotional minded manufacturer.
5. To harness the proven sales power of the company's TV program.
6. To create actual sales via product-in-use demonstrations. To prove to the dealers that the company's television show can result directly in desirable store traffic, etc.

Obviously, the decision to use a premium involves a careful weighing of many facets of this company's business. And *all* of these had to point in the direction of a *premium operation* as a realistic, workable, practical approach toward meeting the desired objectives.

Does any of this sound like it might be more trouble than it's worth?

If it does, I've given a very wrong impression. We take seriously only that which we find important. And the fact is premium promotions not only are important to us now but inevitably will be given bigger and bigger jobs to do, as present marketing trends continue.

I have no need to tell you that you are, essentially, in a boom business!

I can sum up, therefore, in a paragraph the basic point of my report:

We have seen that the responsibility for selling goods to the American consumer is steadily shifting away from the dealer to the manufacturer himself—whose profits now depend more and more on his *marketing* skills than his *production* skills.

This puts a steadily increasing responsibility on all of us who serve the manufacturer as his marketing, merchandising and advertising counsel and suppliers.

Traditional marketing procedures are no longer good enough. We must, therefore, think and act as big as *tomorrow*, rather than *yesterday*—in our clients' interests as well as our own.

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**THE MANUFACTURING CONFECTIONER**

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- Candy Clinic
- Candy Packaging
- Candy Equipment Preview
- Technical Literature Digest
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418 N. Austin — Oak Park, Ill.

CODE DATE your  
**CANDY BAR WRAPPERS**  
on your wrapping machine!

PRINT your CARTONS  
and SHIPPING CASES  
RIGHT ON  
your CONVEYOR LINE

Write for information

**KIWI® CODERS CORP.**

3804-06 N. Clark St., Chicago 13, Ill.

**RIBBONS**

BOWS and ROSETTES  
for your CANDIES  
Satin—Chiffon—Tinsel  
Ribbons—Rayon Ribbonzene

**R. C. TAFT Co.**  
25-27 SOUTH WACKER DRIVE  
CHICAGO 6, ILLINOIS



# VISQUEEN FILM

solves moisture problem  
eliminates breakage  
for candy manufacturers



Candy manufacturers from coast to coast find that products stay fresh longer in VISQUEEN film because moisture is locked in or out to prevent sticking or drying out. In addition, candy looks better—takes rough handling with less breakage when packaged in sparkling clear, tough VISQUEEN.

When you use VISQUEEN film, packaging lines operate at higher speeds with less breakage and less down time because VISQUEEN has body, strength and unmatched uniformity of gauge. It won't split, shatter, crack or run—is hard to

tear or puncture. If you have a packaging problem, VISQUEEN can help you solve it.

To get the names of converters of VISQUEEN film serving your area, clip coupon, attach to your letterhead and mail.

**important!** VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN, produced by process of U. S. Patents No. 2461975 and 2632206, has the benefit of research and resources of The VISKING Corporation.

**VisQueen**®

film...a product of

THE VISKING CORPORATION Box MCB-1410  
Plastics Division, Terre Haute, Indiana

World's largest producers  
of polyethylene sheeting and tubing

In Canada:  
VISKING Limited • Lindsay, Ontario

In England:  
British VISQUEEN Limited • Stevenage

Name \_\_\_\_\_

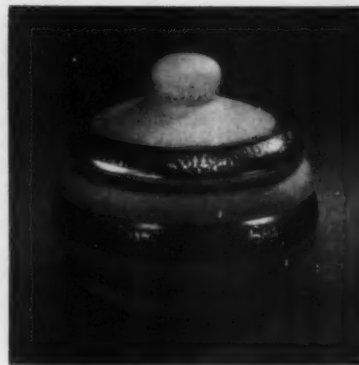
Title \_\_\_\_\_

Products \_\_\_\_\_

## New Packages



Richardson Pastel Mints have now been released in a ten cent size cellophane bag, in addition to the larger family size. This was the last of the four most popular Richardson items to appear in this size package. The other three items are After Dinner Mints, Jelly Centers, and Patties.

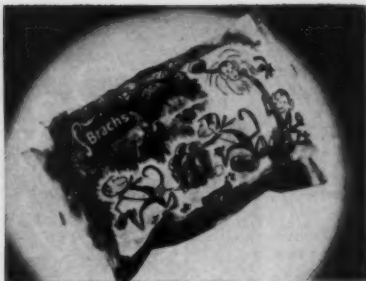


A glass candy box, imported from France, is available in six different designs in clear, flecked and satin-finished glass. The colors are Pink, Green, Blue, Amber or White, with some of the models having sand-blasted designs, some etched and others handpainted; or with bands of genuine gold. All applied decorations are kiln fired for permanence. The box measures 5½ inches high and 6 inches across.

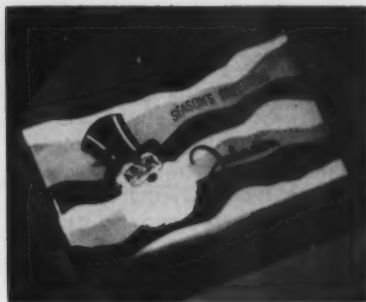
For further information write: The French Glass Co., Inc. 610 Fifth Avenue, New York 20, New York.



The D. L. Clark Company has replaced their glassine wrapper on their coconut bar with a new one in roto-gravured foil. Besides being more attractive, this new wrapper seals in moisture better than the glassine.



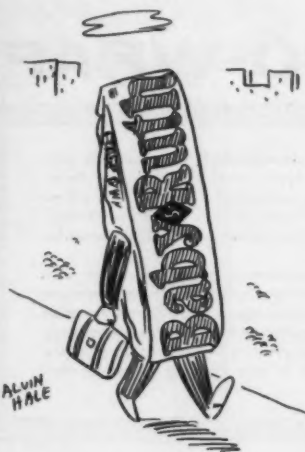
E. J. Brach has a new bag for their toasted coconut marshmallow that is notable—because it is four color gravure on polyethylene.



The Robert A. Johnston Company is again using the Christmas overwrap that they have used for some years.



A new overwrap has been developed for the six bar pack of Chuckles. The Fred W. Amend Co., has eliminated the tray and plain cellophane wrap, and gone to this overwrap with printed band in white and gold. "Chuckles", printed in green and white on the cellophane wraps for the individual packages, as shows through the clear areas of the overwrap.



This particular design has not been changed for several years; because of its continued success at the point of sale. Wrap by Milprint, Inc.

*YOUR Christmas AND New Year*  
**SALES INCREASE WITH ATTRACTIVE**

**COOPER-STYLED  
FOLDING CANDY  
BOXES**



WRITE FOR DISPLAY BROCHURE OF BOX STYLES AND PRICES

**COOPER**  
PAPER BOX CORPORATION

DEPT **M**

BUFFALO 4, NEW YORK



An automatic racking machine for paper cups has been developed which takes nested paper cups and automatically places them in candy or bakery trays or pans; at speeds of from 200 to 1200 per minute. Only one operator is required, replacing many operators normally required for racking cups at these speeds by hand.

For further information write: Racine Confectioners Machinery Co. 15 Park Row, New York 38, New York.



A new molded fiberglass stock box has been developed, which has the distinct advantage of sealing out dust when the boxes are stacked. These boxes cannot be dented or bent; and their smooth, non-porous surfaces won't splinter or absorb odors. These stock boxes can be cleaned quickly and easily by dipping in hot water or by steam. They measure 16½ inches by 11½ inches overall; are 4½ inches deep when stacked, and weigh 3½ pounds. They are made of a combination of fiberglass and polyester resins, and have wire reinforced top edges for greater strength.

For further information write Molded Fiberglass Tray Co., Linesville, Pennsylvania.

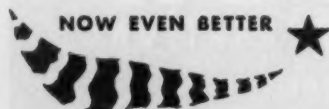
Barg and Foster Candy Company, repackers, have replaced their plain cellophane bags and saddle labels with a new printed saran coated cellophane coated bag. The bags are all individually designed, but with a common signature panel at the top to identify the family group.



INVEST IN

**U.S. DEFENSE BONDS**

NOW EVEN BETTER

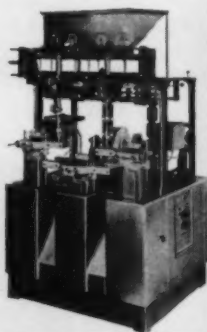


# Candy Business

The new officers of the New England Manufacturing Confectioners Association elected at their annual meeting last month are as follows: President—Harry Gilson, F. B. Washburn Candy Company. Vice President and Treasurer Lawrence L. Lovett, Deran Confectionery Company. Secretary W. Arthur Warren, New England Confectionery Co.

The board of directors include the above officers and Robert C. Daugherty, James O. Welch Company; Lane W. Fuller, Daggatt Chocolate Co.; Ernest M. Roberts, Brigham's Inc.; and William O. Wallburg, W. F. Schrafft & Sons Corp. Walter R. Guild continues as Managing Director of the Association.

Clarence H. Flint has been named vice president in charge of sales of the Washington Candy Co., Brooklyn, New York. Mr. Flint was formerly vice president in charge of sales and advertising for Peter Paul, Inc.



For packaging speed and precision...  
**choose the sensational new ROBO-WRAP!**

The Robo-Wrap is the revolutionary new development in automatic vertical packaging machines. It forms pillow-type packages from any heat-sealing material, meters the product, fills, seals perfectly and cuts off — at speeds up to 135 packages per minute! Rigidly tested, the Robo-Wrap's astonishing simplicity of design and operation makes fast positive trouble-free packaging certain.

Modern-as-tomorrow, Robo-Wrap advancements provide greater efficiency with fewer parts . . . new operating smoothness with minimum maintenance . . . longer life and fewer stoppages. Robo-Wrap handles a wider range of sizes with complete accuracy of registration accuracy (3" to 12" length, 2¼" to 12½" web) adjusts in minutes. It produces in one cycle what ordinary machines accomplish in two . . . to lower on-the-job costs.

*Counsel*

MACHINE COMPANY INC.  
18 HATHAWAY ST.  
WAINWRIGHT, N. J.

Whatever your packaging improvement needs — higher speed, greater flexibility, reduced downtime, lower costs — Robo-Wrap is right for your requirements . . . and available immediately! Write on your letterhead for complete information today.

# HOOT MON!



## BUTTER SCOTCH FLAVOR

BY  *Tastes Like a Million . . .*

Sells the same way, too! Yes, sir, I'm blowing my bagpipes to the tune of the new P & S IMITATION BUTTERSCOTCH. It's so real and "scotchy", it's just like the OLD-FASHIONED KIND mother used to make!

Write now, for a free sample of this delicious flavor.



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667 WASHINGTON ST., NEW YORK 14, N. Y.

Offices: Chicago, Ill.; Detroit, Mich.; Los Angeles, Calif.; Toronto, Can.  
Plants: Teeterboro & Guttenberg, N. J.; Culver City, Calif.; New York, N. Y.

The new officers of the Association of Manufacturers of Confectionery and Chocolate of New York elected at their annual meeting last month are as follows: President; Victor A. Bonomo (Gold Medal Candy Corp.) 1st Vice Pres.: Andrew H. Heide (Henry Heide, Inc.) 2nd Vice Pres.: Jeff Jaffe (Chunky Choc. Corp.) Sec.-Treas.: Harry Lustig.

The executive committee is as follows: Charles R. Adelson, Chairman. Arthur Baumgarten; Herbert L. Bebar; Irving L. Cook; J. Creighton Drury; Charles F. Haug; Joseph T. Hand; Clarence E. Reid; Irvin C. Shaffer; Herbert Tenzer and Leonard Wurzel.

Hollywood Brands has announced that the Hoben Candy Factory, recently bought, is now being completely rebuilt under the supervision of Clayton Martoccio, son of F. A. Martoccio. The types of candy to be manufactured in this rebuilt plant have not been announced; but it has been stated that with an added floor and all new machinery, production will be as automatic as possible from the receipt of raw materials through final wrapping and packaging.

Hollywood has also announced that their sales for the first four months of 1955 have broken all previous records by a considerable margin; and that in some city markets they were more than 100% higher than in a similar period last year.



Jerry Hirsch, of the Hirsch Brokerage Company of Albuquerque, New Mexico, was honored by Leaf Brands, Inc. for being number one on Leaf's list of ten top sales territories.

White Candy Company has completed its first year of business, and according to Mr. White, volume considerably exceeded expectations. Twenty two hundred active accounts are claimed as of the end of the first year, with continued increase in volume expected during the current year. "Our company", said Mr. White, "was founded on the fact that the tremendous growth of population in the West showed every indication of the need of increased candy production. This, together with a policy of 'deliveries on time' plus overall excellent, quality-fresh products, are the basic factors of our success."

Davy Crockett picture card gum is now being marketed by Topps Chewing Gum, Inc.

The Gardner & Gould company, candy manufacturers of Burlington, Iowa, has been purchased by Ben Friedman of Rock Island, Illinois. Mr. Friedman is president of Department Sales Co. of Rock Island, and is associated with his brothers in the operation of Fresh-Pak Candy Company of Chicago; and the Lusk Candy Co. and Thin-Shell Candies of Davenport, Iowa. It is reported that the Gardner & Gould name will be retained as well as the Fern Brand label, under which the company's chocolates have been manufactured and sold for over fifty years.

# NEW!

Doughboy brings  
you the first  
completely automatic  
SEALER-LABELER

Heat-seals and labels in one continuous operation! Doughboy's new *Sealer-Labeler* eliminates extra operators, gives you neater packages with greater sales appeal. It's completely automatic—operator merely feeds bags and folds gussets. And it roll-seals packages—up to 65 a minute.

The remarkable new Doughboy *Sealer-Labeler* can save you up to \$3000 a year—actually pay for itself in just 12 months!



SEND FOR COMPLETE  
DETAILS TODAY!

## Doughboy

DOUGHBOY INDUSTRIES, INC.

Mechanical Division  
New Richmond, Wisconsin

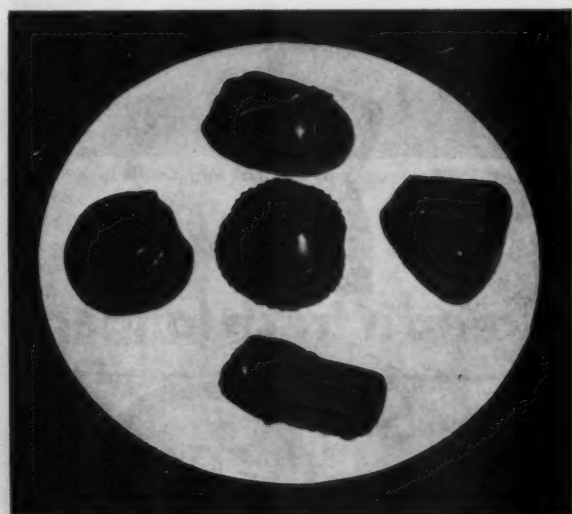
Hollywood Brands has announced the introduction of a new candy bar called SNO-KING. This 2 ounce bar is priced to sell retail at 5c, and is intended as a summer season bar. This bar has a chocolate nougat center, with roasted peanuts, and topped with a layer of caramel and enrobed with white summer coating.

Frank J. Kimbell has resigned as president of Kimbell Candy Co., but will remain as chairman of the board of directors. Mr. Kimbell has spent fifty years in the candy business. Thirty six of them as president of the Kimbell Candy Co.

The board of directors have elected Richard B. Kimbell, President and Treasurer. Jack C. Kimbell, Vice-President and Secretary. W. E. Kimbell, Vice-President, and John C. Lamon, Assistant Secretary.

Hy Becker has been elected president of Korday Candies, Inc. of Brooklyn. Mr. Becker also continues as Executive Vice-President for Gold Medal Candy Corporation. Mrs. Samuel D. Fried, who had succeeded her late husband as President, has been elected Chairman of the Board of Korday.

Ricelli Candy Manufacturing Co. has been organized in Detroit, Michigan, with Leon Ricelli as president. The firm will lease the candy manufacturing facilities of the Ira Wilson and Sons Dairy Company, and will supply the Wilson franchise stores, and establish other candy outlets in the Detroit area. Mr. Ricelli, previous to operating his own candy business in Birmingham, was manager of the Wilson Candy plant.



**HERE IT IS—ARTIFICIAL CANDY FOR**  
 • your salesmans sample case  
 • your window displays

Artificial chocolate candy for your salesmen's sample case. No spoilage from weather or crushing.

Artificial chocolate candy for your window display. Economical. It pays for itself in one months time, no waste, always in fine appearance. There is no need for window sun protectors as artificial candy is not affected with the sun and heat. No color fading.

Artificial chocolate candy is made from your candy sample, true to color and appearance. Write today for your sample.

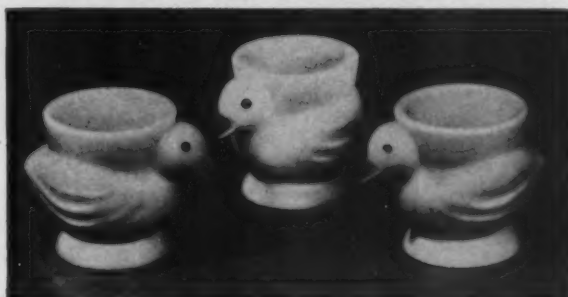
**C. G. Girolami & Company**

944 N. Spaulding Avenue

Chicago 24, Illinois

## CONFECTIONERS!

*A new and unusual packaging idea from France*



### "POUSSIN" EGG CUPS

Chic chicks with a french flair that'll net you a sweet profit when packed with chocolates, hard candies or lollipops. Lovely opaline glass egg cups in Dior Blue, Aqua Green or Milk White—styled to appeal to young and old alike!

- SURE-SELLERS FOR EASTER PROMOTIONS!
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Just one of MANY new and different, promotional-priced confectionery containers in our line.

*For prices and details about these and other items write or see them on display in our showrooms:*  
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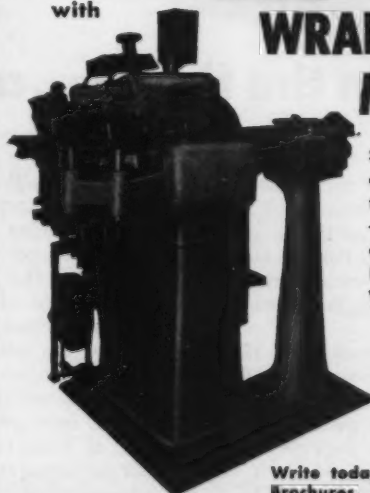
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### 450 CARAMELS CUT and WRAPPED EVERY MINUTE

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Speed that's always dependable — Safety that can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

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MIDDLETOWN NEW YORK U. S. A.



HERE'S HOW it pays to package in film made of **BAKELITE Polyethylene**

Packaging made by **Durapak Mfg. Co.**, Baltimore, Md.

**"to retain the flavor...and keep it fresh longer."**

That's the number one reason Johnson's Peppermint Puffs (famous since 1910) are sold in bags made of film produced from **BAKELITE Brand Polyethylene**.

Henry G. Spector, owner of the Specialty Candy Company, Baltimore, Md., states the case this way:

"The 'Puffs' are packed in 12 oz. polyethylene bags to retain the flavor and keep it fresh longer. In fact, in poly bags, the candy remains fresh indefinitely. Also, these bags give visibility to the purchaser — which is very

important in selling merchandise. Moreover, they adjust satisfactorily on the shelves, allowing the storekeeper to display the bag to its best advantage. Dealers find they do not crack and split."

**SPECIFY FILM MADE OF**

These are advantages whose best proof is in increased sales. Your products can benefit the same way. Investigate the facts about packaging in film made of **BAKELITE Polyethylene**. Call your packaging supplier today.



**BAKELITE COMPANY**, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.

The term **BAKELITE** and the Trefoil Symbol are registered trade-marks of **UCC**

# Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## Summer Candies and Packages

### Code 8A5

#### Assorted Chocolate Coated Marshmallow Squares 1 lb. \$1.40

(Sent in for analysis #4777)

**Box:** One layer type, embossed white paper top, name printed in black. White paper wrapper tied with printed grass tape.

**Appearance of Box on Opening:** Good.  
**Squares:**

**Coating:** Dark.

**Color:** Good.

**Strings:** Fair.

**Gloss:** None.

**Taste:** Good.

**Center:** Marshmallow.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** A good eating marshmallow. Price of \$1.40 the pound for this type of confection is very high. Suggest pieces be made smaller as the coating melts on the hands after the first bite.

### Code 8B5

#### Pecan Pralines

#### 1 lb. No price stated

(Sent in for analysis #4778)

**Appearance of Package:** Very good. A novel container for pecan pralines.

**Container:** Box contains pralines in glassine bags. Outside cover is made to look like a miniature bale of cotton, burlap cover and black paper straps.

**Pralines:**

**Color:** Good.

**Texture:** Too dry and hard.

**Pecans:** Good.

**Flavor:** Good.

**Remarks:** Suggest pralines be wrapped in thirty pound wax paper or a wax paper bag. Do not use the paper cups as they absorb the moisture from the praline. Cook 238°-240° F. instead of 242° F. In place of the evaporated milk use one pound of coconut oil or paste 86° F. melting point, and  $\frac{1}{2}$  oz. of cream of tartar. Pralines should be wrapped or put in bags as soon as they are cold.

### Code 8C5

#### Summer Assortment

#### 1 lb. \$2.00

(Purchased in a candy store, St. Paul, Minn.)

**Appearance of Package:** Good.

**Box:** Oblong, one layer type. Buff embossed paper top. Name printed in green. White paper wrapper tied with printed tape. Box tied with pink grass ribbon.

**Appearance of Box on Opening:** Fair.

**Assortment:**

**Assorted Cream Wafers, Chocolate**

**Center (Sandwich Type):**

**Colors:** Good.

**Gloss:** None.

**Texture:** Good.

**Flavors:** Good.

**Half Dipped Roasted Nuts:**

**Almonds & Cashews:**

**Roast:** Good.

**Taste:** Good.

**Coating:** Dry & Hard.

**Pecans:** Good.

**Coating:** Dry & Hard.

**Assortment:** Too small for a one pound box.

**Remarks:** Suggest a good summer coating be used on the half-dipped nuts. This would improve the eating qualities. There are any number of good summer candies that could be added to improve the assortment. Highly priced at \$2.00 the pound.

## Candy Clinic Schedule For the Year

**JANUARY**—Holiday Packages; Hard Candies

**FEBRUARY**—Chewy Candies; Caramels; Brittles

**MARCH**—Assorted Chocolates up to \$1.00

**APRIL**—\$1.00 and up Chocolates; Solid Chocolate Bars

**MAY**—Easter Candies and Packages; Moulded Goods

**JUNE**—Marshmallows; Fudge

**JULY**—Gums; Jellies; Undipped Bars

**AUGUST**—Summer Candies and Packages

**SEPTEMBER**—Bar Goods; 5¢ Numbers

**OCTOBER**—Salted Nuts; 10¢-15¢-25¢ Packages

**NOVEMBER**—Cordial Cherries; Panned Goods; 1¢ Pieces

**DECEMBER**—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

### Code 8D5

#### Chocolate Coated Orange Jelly Sticks 12 ozs. 80¢

(Purchased in a grocery store, Boston, Mass.)

**Appearance of Package:** Good.

**Box:** One layer type, top printed in orange, white and yellow. Imprint of oranges in colors. Cellulose wrapper.

**Sticks:**

**Coating:** Dark, Good.

Center:

Color: Good.  
Texture: Good.  
Taste: Good.

Remarks: The first box of this type of jelly sticks we have examined. Very well made and good eating.

#### Code 8G5

Summer Coated Favorites  
1 lb. \$1.25

(Purchased in a candy store,  
Boston, Mass.)

Appearance of Package: Good.

Box: One layer type, top white glazed paper, green, yellow, red, pink and

brown colors. Flowers embossed in colors. Cellulose wrapper.

Appearance of Box on Opening: Very Good.

Assorted Gum Patties: Good.

Printed Cellulose Wrapped Carmels: Good.

Cellulose Wrapped Nougat: Good.

Fruit Slices: Good.

Crystalized Cream Rings: Good.

Summer Coated Pieces:

Coating: Good.

Centers: Good.

Foil Cup Pieces: Good.

Assortment: Good.

Remarks: The best assortment of this kind we have examined this year. Should be a good seller.

#### Code 8E5

Pastel Creams  
5¼ ozs. 29¢

(Purchased in a chain variety store,  
Boston, Mass.)

Appearance of Package: Good.

Container: Pink board tray, overall cellulose wrapper. Paper seal printed in red and green.

Assorted Crystalized Creams:

Colors: Good.

Crystal: Good.

Texture: Very hard.

Flavors: Poor.

Remarks: Suggest creams be checked as they are very hard. Suggest a better grade of flavors be used. Highly priced at 29¢ for 5¼ ozs.

#### Code 8F5

Peanut Butter Bar  
1¼ ozs. 5¢

(Purchased at a candy store,  
Boston, Mass.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine printed in red, yellow and brown. Imprint of piece of bar in colors.

Bar:

Coating: Light, Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best peanut butter bars we have examined this year.

#### Code 8H5

Jelly Carnival Candies  
9 ozs. 59¢

(Purchased in a candy store,  
Boston, Mass.)

Appearance of Package: Good for this priced candy.

Box: One layer type, printed in red, white and blue. Imprint of clown and dog in colors. Cellulose wrapper.

Appearance of Box on Opening: Good. Jelly pieces are made in the shape of animals. 16 pieces.

Jelly Pieces:

Colors: Good.

Molding: Good.

Sugaring: Good.

Texture: Good.

Flavors: Good.

Remarks: A good looking novelty box. Should be a good seller at this price.

#### Code 8J5

Chocolate Covered  
Pineapple Jelly Bar  
1¾ ozs. 5¢

(Purchased in a candy store,  
Boston, Mass.)

Appearance of Bar: Good.

Size: Small looking.

Wrapper: Foil printed in red, white and gold.

Bar:

Coating: Dark, Fair.

Center:



**You can count on**

**PENFORD CRYSTAL CORN SYRUP**

**to measure up to your standards**

**every time you buy, because it is**

**made by a quality-controlled process**

**that has proven itself over the years.**

**... DOUGLAS CONFECTIONERS'  
MOULDING STARCH and DOUGLAS  
CONFECTIONERS' THIN BOILING  
STARCH—PENICK & FORD's two  
famous starches for confectioners—  
are always thumbs up with  
candy-makers everywhere.**

**PENICK & FORD, Ltd., Inc.**

**420 Lexington Avenue,**

**New York 17, N.Y.**

**& Cedar Rapids, Iowa**



Color: Too dark.  
Texture: Good.  
Flavor: Good.

Remarks: A good eating jelly bar.

**Code 8L5**  
**Assorted Jellies**  
**1 lb. 25¢**

(Purchased in a variety store,  
Boston, Mass.)

Appearance of Package: Good.

Container: Polyethylene bag printed in  
red, white and blue.

Jellies:

Colors: Good.  
Sanding: Good.  
Texture: Good.  
Flavors: Good.

Remarks: Piece is a starch gum, not a  
jelly. The name of jellies on the pack-  
age is misleading.

**Code 8N5**  
**Spearmint Leaves**  
**1 lb. 33¢**

(Purchased in Phila., Pa.)

Appearance of Package: Good.

Box: Two layer type, oblong window on  
top, full telescope. Printed in green  
and yellow. Cellulose wrapper.

Leaves:

Color: Good.  
Texture: Good.  
Sugaring: Good.  
Flavor: Good.

Remarks: A good eating gum piece; well  
made. Suggest manufacturer check his  
cost as it isn't possible to make a liv-  
ing profit at the price of 33¢ retail  
for a pound.

**Code 8Q5**  
**Fruit Slices**  
**14 ozs. 39¢**

(Purchased in a chain variety store,  
Chicago, Ill.)

Sold in Bulk:

Slices:

Colors: Good.  
Sanding: Good.  
Texture: Good.  
Flavors: See remarks.

Remarks: Suggest less acid be used as it  
overcomes the flavors. A well made  
fruit slice at this price.

**Code 8R5**  
**Mellow Mints**  
**1 lb. 59¢**

(Purchased in a department store,  
Chicago, Ill.)

Sold in Bulk:

Mints: Piece is a hard candy blossom  
filled with cream. Printed cellulose  
wrappers.

Color: White, Good.  
Texture: Good.  
Flavor: Good.

Remarks: The best piece of this kind  
we have examined this year. Very  
good peppermint flavor. A good eating  
piece.

**Code 8P5**  
**Fruit Slices**  
**1 lb. 49¢**

(Purchased in a chain variety store,  
Chicago, Ill.)

Appearance of Package: Good.

Container: Oblong tray, white, printed  
in blue and yellow. Overall cellulose  
wrapper.

Slices:

Colors: Good.  
Sanding: Good.  
Texture: Good.  
Flavors: Poor.

Remarks: Suggest a better grade of fla-  
vors be used. A good looking package  
but flavors are not up to standard.

**Code 8M5**  
**Peanut Chew Bar**  
**2 ozs. 10¢**

(Purchased in Phila., Pa.)

Appearance of Bar: Good.

Size: Small looking for a 10¢ seller.

Wrapper: Glassine printed in red, blue  
and brown. Inside paper wrapper.

Bar:

Coating: Fair.

Center:

Color: Good.  
Texture: Good.  
Taste: Good.

Remarks: A well made center, good eat-  
ing. Coating is not up to the standard  
used on good 10¢ bars.



**NOW! MAXWELL HOUSE PRESENTS...**

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**A PURE COFFEE CONCENTRATE**

A PRODUCT OF GENERAL FOODS

**Just add hot water for that famous  
Good-to-the-Last-Drop flavor  
in ice cream, candies and confections.**

**Bulk packed in 25-lb. moisture-resistant drums.**

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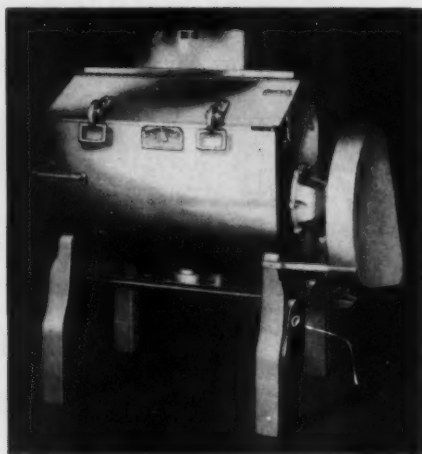
**CAFE PRONTO, MAXWELL HOUSE DIVISION, HOBOKEN, N. J.**



# for Better Marshmallows

## the SAVAGE BEATER

... IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered



standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

### THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent—sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity  
200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacketed, galvanized cast iron heads, paddles and breaker bars.

## SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.

Since 1855



### Code 8S5 Peppermint Puffs 12 ozs. 25¢

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of Package: Good.

Container: Polyethylene bag printed in red and white.

Mints:

Color: Good. White color, red stripes.

Stripes: Good.

Texture: Good.

Flavor: Good.

Remarks: The best mint puffs at this price we have examined this year. Very tender to eat and a good peppermint flavor.

### Code 8T5 Assorted Jellies 1½ ozs. 3 for 10¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good. 5 pieces of jellies in a white board box. Cellulose wrapper printed in white and green.

Jellies:

Color: Good.

Sanding: Good.

Texture: Good.

Flavors: Fair.

Remarks: One of the best 5¢ jelly packages we have examined this year.



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SUGAR BROKERS

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# *Chocolate Coatings*

**by**

*Ambrosia*  
FOOD OF THE GODS



**chocolate  
coatings  
for your**

*finest*

**candies**



**IT'S**

**Ambrosia**  
FOOD OF THE GODS



**Ambrosia Milk Chocolate Coatings** that are a blending of creamy-rich milk from America's Dairyland with mellow, smooth Chocolate liquor.



**Ambrosia Vanilla Chocolate Coatings** that are carefully balanced to preserve all the delicate touch of costly Vanilla in the smooth, smooth Chocolate.



**Ambrosia "Fondant" Chocolate Coatings**, both Milk and Vanilla, to please the confectioner with a continental taste... and of course Ambrosia Bitter Sweet Chocolate Coatings and Chocolate Liquors, too.



All Ambrosia Chocolate Coatings are recognized for a smoothness that complements your creamiest centers; flavor that is full-bodied and rich; and a workability that assures success to the most demanding candy craftsman in their skillful stringing and glossy finish.

- We'll be glad to send you complete information about these "Food of the Gods" quality Chocolate Coatings for your finest Candies. Just send your inquiry to:

**AMBROSIA CHOCOLATE COMPANY**

1109-21 N. Fifth St., Milwaukee 3, Wisconsin

Manufacturers of Fine Quality Chocolate and Cocoa Since 1884

**FOOD OF THE GODS**

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## A New and Better Method of Fudge-Making

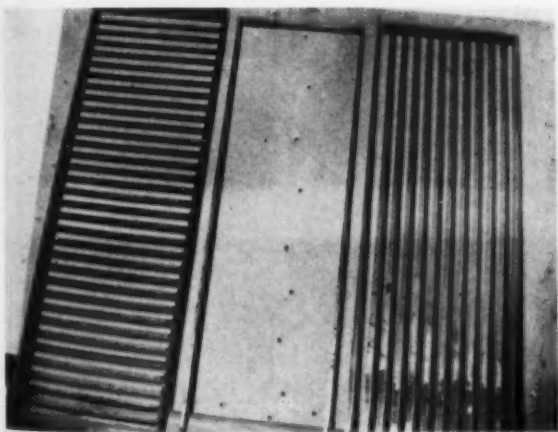
JAMES MAYHEW

**M**ost practical candy makers have their own pet formulas and method of making fudge. Quite naturally, they use the method that they learned in the place where they received their first training and experience in fudge making, and they will follow the line of least resistance, and continue with that familiar method.

But in this day and age we can never leave well enough alone, for we never know what our competitors will do. It is well to look and listen so as to become well acquainted with every angle of manufacturing methods and processes.

It is with this in view I wish to mention my favorite method and formula for making fudge. It has never failed me in obtaining the best results, not only in securing initial orders, but continuous repeat orders running into many thousands of pounds. This method is somewhat different than what is supposed to be the standard method, as most candy makers would pour fudge only on a wood table or a soft sand stone marble slab.

The method I have reference to is to pour the fudge on a steel cooling slab, the colder the better. First you place a very heavy oiled paper on the cooling slab, and then your one inch steel fudge bars. After pouring the fudge between the bars, put the marking bar on to mark the fudge lengthwise, then place the other one on to mark it crosswise. This will give you a perfect square and should weigh one ounce, making it easy and practical to handle for selling or packing. This fudge can be made from fresh full dairy cream, evaporated milk, condensed milk, full cream powder, milk powder or milk solids.



These bars are used in simplifying the fudge-making process. Fudge is poured into the center frame, and leveled to correct height. Then the other two frames are used to mark the fudge into one inch squares.



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America's Foremost Toy Designers. They're  
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What you use will depend on the grade or price of fudge you wish to make.

In marking or scoring the fudge, use a regular fudge knife, very sharp, tapering from  $\frac{1}{16}$  to  $\frac{1}{8}$  inch and score  $\frac{1}{4}$  inch to give a good break.

If the table is good and cold it should set in from 15 to 20 minutes. You can then place the fudge blocks in trays or on boards for the racks in a warm room at about 90° heat and give them from 12 to 24 hours time to mellow down or grain off.

The grain is controlled by the light or heavy grain in the sugar you use, or by the temperature of the fudge when the fondant cream is added. You can get a finer grain fudge by letting the batch cool for some time before adding the fondant cream, frappe and flavor.

You all know the big variety and number of combinations in the fudge line. In this article I will only deal with a few of the most popular items.

The first thing is to see that you have all the essential material ready with the proper equipment and utensils you are going to use. Next would be the fondant cream enclosed for the two formulas. You will also need a frappe for the fudge. Last would be your cooking kettle for mixing, blending your finished product. I prefer high pressure steam, if you have a quick stirring motion kettle to keep the batch from scorching.

To the young men of today there is no business like the candy business. There are so many fields to

conquer with the great number of combinations to work from and the vast amount and variety of food material to work with. It is interesting work, and as long as you need to work for a living you may as well get the best out of your work, especially as it is a profession that will please most of the people all the time.

We must remember to give full and complete co-operation to the food scientist, chemical and technical men for their many improvements to the candy industry, for their research to fathom every problem so they would know, when, why, or where the trouble is so they can keep all candy products under full control from start to finish.

The chemists of today do not stop at the manufacturing plants. They give their knowledge, experience and research results to agriculturists so they can improve their fruit and nut crops from the cocoa plantations of Brazil, the pecan crop in Texas and to the fruit and nut crop of California, so we may have a uniform and a steady supply of full flavored raw materials. Our technical men have a large assortment of very sensitive instruments so that accurate control can be assured in raw material quality.

The mechanical designers and engineers have developed many wonderful machines to save time and labor, with much greater production and increases in quality, starting us on the road to a continuous flow of finished goods in most branches of the candy industry.

## Dark and Light Chocolate in One Mixer

### Only Stehling offers you a 2-COMPARTMENT MIXER

A vertical center partition divides the Stehling 2-compartment chocolate mixer. Each compartment has separate agitators.

Users work dark chocolate in one compartment, light chocolate in the other; or melt and mix in one while drawing off the other.

One mixer does the work of two, with superior mixing action that no other mixer gives you. In capacities from 3000 lbs. to 15,000 for each compartment.

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Factory Representative: R. S. and G. B. Hislop  
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With the thousands of professional candy makers working and developing methods and processes for more than a hundred years, and with this knowledge and experience, it is time to have a curriculum course in the art and science of candy making.

#### FONDANT CREAM FOR FUDGE #1

- 80 lbs. granulated sugar
- 20 lbs. corn syrup
- 20 lbs. fresh cream 20% bf  
or
- 20 lbs. evaporated milk  
or
- 20 lbs. condensed milk
- 2 ounces salt

Heat slowly until all the crystals are dissolved. use a quick heat and cook to 242° or 244°. Keep the agitators in motion when cooking, then pour into ball beater that has been sprinkled with water. Let cool to 140°, then cream and place in tub for future use.

#### FONDANT CREAM FOR FUDGE #2

- 80 lbs. granulated sugar
- 20 lbs. corn syrup
- 20 lbs. water

Cook to 242 or 244°. Sprinkle water on ball cream machine. Cool to 140°. Cream and place in tub for all kind of formulas.

#### FRAPPE FOR FUDGE

- 3 lbs. of egg albumen
- 6 lbs. of water
- ½ lb. of salt
- Dissolve and place in MM beater
- 5 lbs. thick boiling starch dissolved in
- 5 lbs. cold water
- Have ready
- 10 lbs. mulomoline

- 15 lbs granulated sugar
- 75 lbs. corn syrup
- 20 lbs. water, cook to 242°

Pour into MM beater and beat light and fluffy. When cool, it is ready for any fudge batch.

#### FULL CREAM FUDGE FORMULA

- 20 lbs. granulated sugar
- 15 lbs. corn syrup
- 2 gallons 20% fresh cream
- 10 lbs. condensed milk
- 2 lbs. of vegetable fat
- 3 ounces salt

Cook to 240 or 242° with the agitator in motion. Let some of the heat out of batch, then add:

- 14 lbs. of the fondant fudge cream #1
- 5 lbs. frappe
- 3 ounces of vanilla
- 2 ounces of salt

Mix this batch well. To improve this formula you may add 3 lbs. of any fruit, nuts or cocoanut you wish. Pour in steel molds, cut or score before it is too cold.

#### STANDARD FUDGE FORMULA

- 30 lbs. granulated sugar
- 30 lbs. corn syrup
- 30 lbs. condensed milk
- 3 lbs. vegetable fat
- 4 ounces salt
- 1 quart of milk
- ¼ lb. salt

Cook 240 to 244°, cook with agitator in motion, let cool, then add:

- 20 lbs. fondant fudge cream #2
- 6 lbs. frappe
- ¼ lb. salt
- 3 ounces of vanilla

Mix well, then pour in steel frame and score before they are cold.

**SEE** the latest offerings for **FALL & CHRISTMAS BUSINESS**

## AT THE PHILADELPHIA CANDY SHOW

4th, 5th FLOORS  
BENJAMIN FRANKLIN HOTEL  
SUNDAY, MONDAY, TUESDAY, WEDNESDAY  
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10 a.m. to 10 p.m., Wed to 8 p.m.

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*Makers  
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Fine Chocolate  
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**MERCKENS CHOCOLATE COMPANY, INC.**

**155 Great Arrow Avenue, Buffalo 7, New York**

BRANCHES AND WAREHOUSE STOCKS IN

**BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE**



# SUGAR REPORT

by Charles Fuchs

One of the most important developments of the year materialized late in July when delivery figures were announced by Washington, showing an increase for a single week of 70,000 tons from the previous week and a rise of 130,000 tons over the corresponding period last year. This was serious when we take into consideration that total deliveries in 1954 were listed as 8,206,606 short tons, against 8,484,900 for the previous year. We estimate actual physical totals were over 8,400,000 tons. Our reason for this statement is that 200,000 tons of beets were sold in December 1953, went into the 1953 delivery figures and were delivered and consumed in 1954. With this year's deliveries well in excess of last year's, it appears that consumption requirements for 1955 can run over 8,500,000 tons.

This situation created considerable strength in the raw market, for everything available had been cleaned up on July 22nd at 6.08, the top price of the year. Fortunately the Department of Agriculture was watching the situation as closely as anyone and took action promptly by increasing the quota 100,000 tons. If this had not taken place, a refined price advance could have developed, but now feel that those administering the Sugar Act wish to avoid any change in price for the balance of the year.

However, with the quota increase, we are still short some 200,000 tons, based on the current rate of consumption, but plenty of sugar is available and further changes will unquestionably take place when and as it becomes necessary.

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● A dependable source of supply for taste, appearance, and uniformity. Top performance—both product and service will appeal to you.

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**COCOA BEANS - COCOA BUTTER**  
Cocoa and Chocolate Products

# Supply Field News

The Nestle Company has added a line of summer type pastel coatings, called Icecap Couvertures, to its chocolate coating line. These new coatings come in white, Pink, green, orange and yellow pastels, with a melting point of 93 degrees.

Nestle will continue to sell its white cocoa butter coatings, under the Snow Cap name, as these new Icecap Couvertures are the first venture of this company in a product with a vegetable oil, instead of a cocoa butter base.

Thomas G. Churchill has been named marketing manager for bulk products of the **Walter Baker Division** of General Foods Corporation. Mr. Churchill joined Walter Baker in 1947 as assistant to the bulk sales manager with responsibility for the western and southern divisions. He was appointed assistant bulk products marketing manager in 1950 and served in this capacity until his present appointment.

**Refined Syrups & Sugars, Inc.** announces major change in executive responsibility as follows: **Edward W. Freeman** is elevated from Vice-President and Treasurer to Vice-President and Vice-Chairman of the Board. **Hugh M. McKay**, Vice-President, becomes Vice-President and Treasurer. **Earle T. MacHardy**, Assistant Vice-President, is elected Vice-President in charge of the raw sugar department. **Daniel V. Wadsworth** leaves the post of Vice-President in charge of sales to assume new duties as Vice-President in charge of new products development. **Peter X. Hoynak** succeeds Mr. Wadsworth as Vice-President in charge of sales. Filling the General Sales Manager position left vacant by Mr. Hoynak's promotion will be **I. Vincent Gage**, former Assistant General Sales Manager. **Raymond F. Myers**, manager of the transportation department, has been elected to the newly created post of Vice-President in charge of transportation.

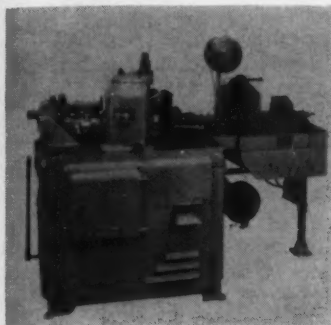
The Wilbur-Suchard Chocolate Co. has made the following announcements: **Warren L. Newcomer** has been elected President of the firm, succeeding **Walter H. Mann** who was elected Chairman of the Board. **Charles S. Grube**, was elected to the board of directors, and was also re-elected Vice-President in charge of sales. **Dr. Rodney C. Welch** was elected Vice-President in Charge of Manufacturing.

Merckens Chocolate Company received the grand award for outstanding achievement in the field of accident prevention, in a campaign conducted by the Associated Industries of New York State.



**Richard F. Amacher** has been appointed sales manager of Bulk Corn Products Department, of **Anheuser-Busch, Inc.** Mr. Amacher formerly resided in River Edge, New Jersey, and was with the eastern region headquarters of this firm.

### LATINI DIE POP MACHINE WITH WRAPPING ATTACHMENT



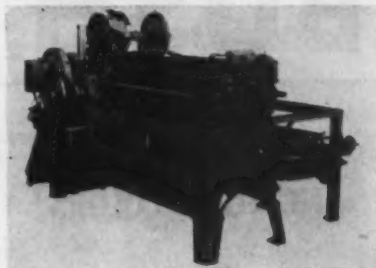
200 formed and wrapped pops per minute.

Low labor cost operation — one operator does the work of four people.

Die pop is free of fins — eliminating scrap.

Weight of pop is adjustable — without change of dies.

### HOHBERGER BALL MACHINE



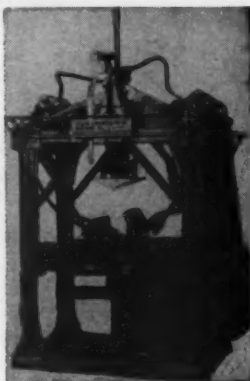
Only one operator required to produce up to 1,200 lbs. per hour.

You can produce:

Balls—clear, pulled or honeycombed filled—9/16" to 1 1/2" diameter.

Sunbeam Starlights: stripes brought down to center without expensive inlay.

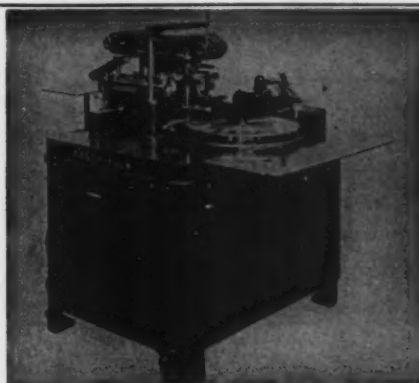
### BERKS MIXER



Hard candy kitchen's greatest labor saver.

Uniformly incorporates color, flavor and acid; also 10% scrap.

75 to 125 pound batches at rate of 1,000 lbs. per hour.



### RASCH UNIVERSAL WRAPPER

Foil wraps all standard shapes—such as cherries, half eggs, bars and mints.

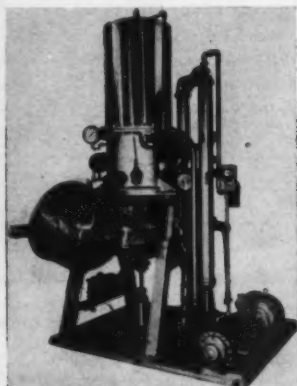
Cellophane wraps summer candies and heat seals.

Rolling device for whole eggs or balls.

Banding and side-folding tools also available.

110 pieces per minute on most items.

### HOHBERGER CONTINUOUS COOKER



500 to 2,000 lbs. per hour of clear, dry glossy sugar.

Positive piston sugar pump.

Split-second hydraulic lift.

2-stage rotary vacuum pump.

"Final cook" temperature indicator.

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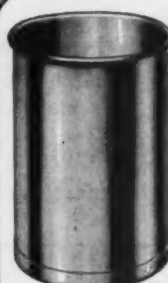
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DRUMS**

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## COLORED COATINGS

**Add color to your package!**

Bon bon coatings in pink, green,  
peach, yellow and white.

**Nu Coat  
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Company**

4338 N. Western Avenue  
Chicago 18, Illinois

Hard candy and caramels.

Eberhard Berten. Paper bound 48 pages, Vacuum Candy Machinery Company, 15 Park Row, New York 38, New York, Copies free on request.

The author states that during his years as a consultant in Europe and America, he has observed that the most elementary basic principles of candy making were not known to many candy makers. This book is an attempt by Mr. Berten to supply to the candy makers some very basic knowledge about hard candy and caramels; for the purpose of providing a foundation of practical knowledge upon which scientific development and studies can build.

This book starts with a discussion of the principal raw materials and goes on to cover the cooking, forming, cooling and packaging of hard candies, with special emphasis on the manufacturing of filled candies. The author then discusses quite thoroughly the manufacture of caramels.

The importance of the care and adjustment of specialized equipment is emphasized for both types of candies.

## CALENDAR

August 28-31—65th Semi-Annual Boston Candy Show at the Hotel Statler, Boston, Mass.

August 28-29-30—National Fancy Foods & Confection Show, Astor Hotel, New York.

September 11-14—Philadelphia Candy Show, Ben Franklin Hotel, Philadelphia, Pa.

September 15-18—Annual Meeting Packaging Machinery Manufacturers Institute, The Homestead, Hot Springs, Va.

September 22-23-24—Michigan Tobacco & Candy Distributors Association convention at the Statler Hotel, Detroit, Mich.

September 27—Candy Executives Club Annual Shore Dinner.  
September 29-30 and October 1—Indiana Tobacco & Candy Distributors Association Convention-Meeting at the Claypool Hotel, Indianapolis, Ind.

October 18—Candy Executives Club 25th Anniversary Meeting.

December 9-10—Western Confectioner Salesmen's Assn. Annual convention, Congress Hotel, Chicago, Ill.

March 1-2, 1956—Western Candy Conference, Sheraton-Palace Hotel, San Francisco.

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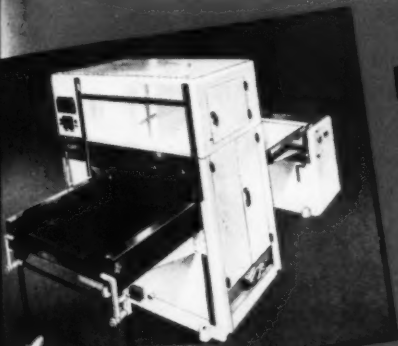




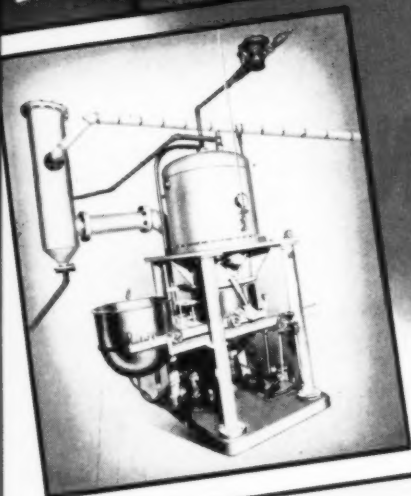
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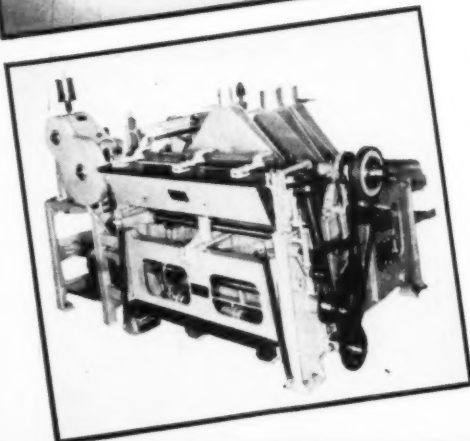
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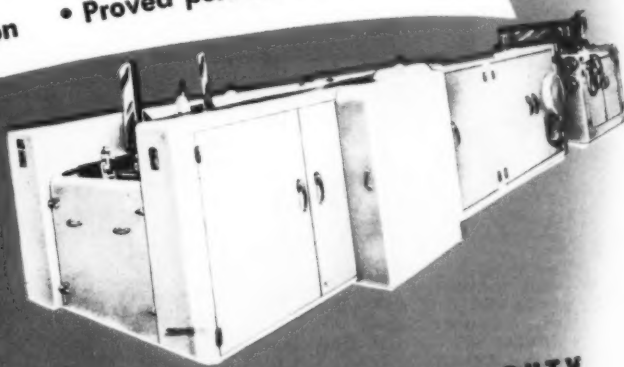
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The companies who use National Equipment are the pick of the confectionery industry, and they picked National above all others.

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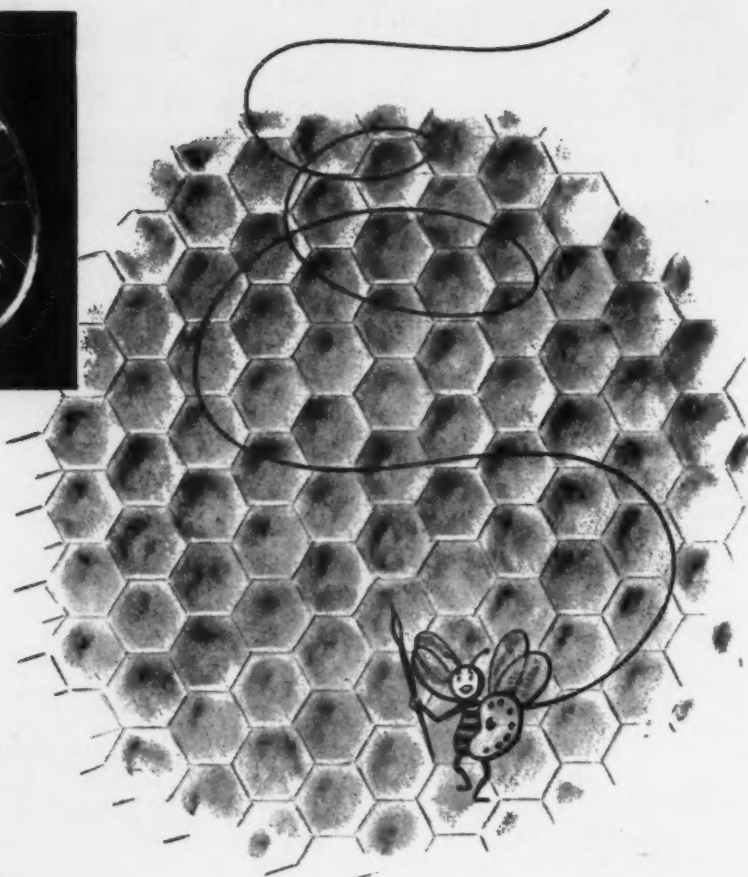
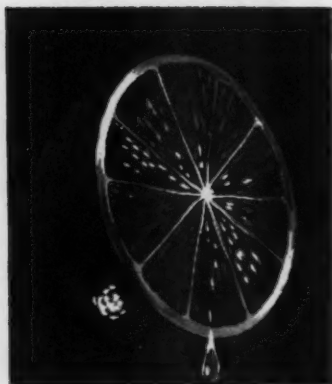
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Model S #3 Savage Fire Mixers.  
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Lehmann 2-pot Rotary Conges.  
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5000-lb. Lehmann Liquor Tanks (unused).  
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Hohberger Cream Machine, complete installation.  
GH-2 Wrapping Machines (excellent condition).

Box 140

**FOR SALE:** Tray Lock Machines type TL-B-EL, end lock. Also several TLA machines for setting up and side locking. All units in good order. Box 1149, **The MANUFACTURING CONFECTIONER.**

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**FOR SALE:** National Equipment steel Mogul and Sifter complete; Simplex Steam Cooker, high dome; Racine Depositor; Fitzpatrick Model D Communitator. Box 357, **The MANUFACTURING CONFECTIONER.**

6 Model K Kiss Machines reasonably priced. Box 751, **The MANUFACTURING CONFECTIONER.**

### MACHINERY FOR SALE

**FOR SALE:** F & B Cream Ball Beater, 4 ft. 3HP, single phase 115/230 volts 60 Cycle. Very little used. Perfect condition. Price \$600. F.O.B. Atlanta, Georgia. Hanes Supply Company, 131 Mangum St., S.W., Atlanta, Ga.

**FOR SALE:** 5 Ft. Racine Snow Plow Cream Beater, with 5 H.P. Motor. Capacity 300 pounds. Excellent condition. Merron Cut-Rol Mills Hand Drop Machine. Mills gas batch warmer. Nut cooker. Dipping tables. A. E. Cramer, Barbara Fritchie Shoppes, Frederick, Md.

**FOR SALE:** 50 Gal Double Action Agitating Tilting Kettle, steam jacketed, motorized, in excellent condition. Box 851, **The MANUFACTURING CONFECTIONER.**

**FOR SALE:** Reasonably priced—Cut rolls, choc. melters, cream beaters, candy furnaces, cooling slabs, enrobers, drop frames & rollers, copper kettles, pulling machine, cutting machines, and other equipment. S. Z. Candy Machinery Co. 1140 N. American St., Phila. 23, Pa.

**FOR SALE:** Cut-Rol Cream Center machine in good order, 110 plug-in. Make offer for cash. Nack's Candies. 9859 Halls Ferry Road, Phone Un-Hill 7-2100, St. Louis 21, Mo.

**FOR SALE:** 2 Wood Moguls with 2 depositors each. Assortment of pump bars including 2/12 pump Mill River.  
1 Foil Wrapping Machine. Foil wraps Mints, Chocolate Covered Cherries, Easter Eggs. Speed 95 pieces per minute.

1 24 inch enrober, National Equipment—rebuilt, with Feed Table.

1 6 Ft. York Batch Roller.

1 Confectionery Machinery Company Continuous Fondant Machine, size 24 type O—never been used.

1 Ideal Caramel Wrapping machine with stoker. Caramel size 1/2 x 1/2 x 1/2 to 3/4.

1 #500 Rose Twist wrapping machine. Wraps pieces 3/4 x 1 1/2.

Box 862, **The MANUFACTURING CONFECTIONER.**

One Hildreth pulling machine form (3) in good condition \$300. Mack Candy Co., Ocala, Fla.

**FOR SALE:** Neilsen Baby Model Chocolate Coater, 7" belt, many extras, late model, like new. Can see in operation. Inquire Box 651, **The MANUFACTURING CONFECTIONER.**

**FOR SALE:** Factory new 7" Nielsen Baby Model Chocolate Coater. At fraction of original price for quick sale. Box 860, **The MANUFACTURING CONFECTIONER.**

### HELP WANTED

**WANTED:** Good Caramel candy maker for wrapped Caramels suitable for Ideal machines. Send sample of your work along with other details. Pleasant community in mid-west. Box 757 **The MANUFACTURING CONFECTIONER.**

Candy maker—idea man. Someone with ingenuity and imagination for creative work. Develop new confections of the highest quality. Knowledge food technology helpful. Experience in European style candy making desirable. Excellent opportunity for the right man. Send complete resume to: Personnel Director, Barton's Bonbonniere, 80 DeKalb Avenue, Brooklyn, N. Y.

**WANTED:** PAN MAN—Working foreman for leading New York City plant. Experienced in Jordan almonds, jelly beans, choc. work. Box 855 **The MANUFACTURING CONFECTIONER.**

**SALESMAN WANTED:** Sales representatives—now calling on Manufacturing Confectioners. Old established specialty house selling nationally has a few basic items for successful man. We are reorganizing our sales program and present customers will be assigned in territory now worked. Slight competition—good additional income. Give full particulars and outline present territory. Box 854, **The MANUFACTURING CONFECTIONER.**

**WANTED:** Superintendent for new Midwest Division prominent national candy bar manufacturer. Knowledge of enrobers, wrapping machines and candy manufacture necessary. State age, salary, marital status and reference. Box 853, **The MANUFACTURING CONFECTIONER.**

**WANTED.** Working foreman for hard candy plant in Chicago. Must be familiar with continuous cooker. No pulling or striping. Kindly give us full particulars with regard to experience and references. Our employees know about this advertisement. Box 863, **The MANUFACTURING CONFECTIONER.**

**WANTED:** Fine Candymaker for year-round work in retail store. Able to supervise new wholesale department. Give full particulars. London Pecan Co. Hot Springs, Ark.

### POSITIONS WANTED

Highest quality candy manufacturer with unexcelled candy background, desires sales position with reliable firm. Married, age 35, willing to travel. Box 857, **The MANUFACTURING CONFECTIONER.**

**CANDY MAKER,** over twenty years experience in Jelly and Gum candies desires position. Box 852, **The MANUFACTURING CONFECTIONER.**

**WANTED:** married man 40 yrs. old, desires position with full responsibility and chance of advancement, as foreman, in management, supervisory duties or buyer. Eighteen yrs. experience in pan work, hard candy, brittles, pop corn etc. 12 yrs. in actual work—6 as foreman and in management. Available immediately and will travel. Have owned a business, and had experience in setting up plant, and buying. Box 758 The MANUFACTURING CONFECTIONER.

**MACHINERY** and equipment salesman seeks position to accept inside position or act as representative for candy machinery firm or allied company. Experienced, well qualified, familiar and known to the manufacturing and retail candy business. Good traveler and steady. Box 858. The MANUFACTURING CONFECTIONER.

**CLASSIFIED ADVERTISING** is designed to aid the candy man in finding a market for or source of used equipment, services and miscellaneous items. In replying to ads address: Box Number, The Manufacturing Confectioner, 418 N. Austin Blvd., Oak Park, Illinois.

Minimum insertion is 3 lines, at 35¢ per line, 70¢ for bold face; not subject to agency discounts.

## MISCELLANEOUS

**FOLDING CANDY BOXES:** All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 39, Mass.

**BOTTLES FOR CANDY:** Approximately 25,000 gross 16-oz. liquid capacity flint bottles of Clown and Elephant design from private moulds with 38 mm CT opening, packed 12 per carton. Make novel banks when closed with slotted caps. Samples and prices from Grapette Products Company, P. O. Box 5551, Camden, Arkansas.

Candy Manufacturing, quality name and established location. Good business with growth potential. Under \$10,000. Upper New York State, Box 856. The MANUFACTURING CONFECTIONER.

Why Not have your own chocolate production in Germany? German chocolate manufacturer with new plants wants a partnership; with a well-known American or English chocolate-manufacturer. Box 859. The MANUFACTURING CONFECTIONER.

**FOR SALE:** 3500 lbs. 16" white wax paper—40 to 45 lb. rolls. 2000 lbs. 15" white wax paper—40 to 45 lb. rolls. Box 861. The MANUFACTURING CONFECTIONER.

## WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

**"Cellophane" BAGS**

**SHEETS • ROLLS • SHREDDINGS**

Cellophane rolls in outer boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax • Glassine Bags, Sheets & Rolls

Tying Ribbons—All Scotch Tape  
Colors & Widths Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond Robert L. Brown

"At Your Service"

74 E. 29th St., Chicago 14, Illinois

## Subscribe to THE MANUFACTURING CONFECTIONER

Only \$5 for 2 years, \$3 for 1 year in U. S. and Canada. Only \$7.50 for 2 years, \$5 for 1 year in other countries.

- Feature Articles
- Candy Clinic
- Candy Packaging
- Candy Equipment Preview
- Technical Literature Digest
- Manufacturing Retailer
- Book Reviews
- And many other features

418 N. Austin — Oak Park, Ill.

## Atlantic States

### HERBERT M. SMITH

318 Palmer Drive  
NO. SYRACUSE, NEW YORK  
Terr.: New York State

### BUSKELL BROKERAGE CO.

1135 East Front Street  
RICHLANDS, VA.  
Contact Wholesale Groceries, Candy  
Jobbers and National Chains  
Terr.: Va., W. Va., Eastern Tenn.,  
and Eastern Kentucky

### JIM CHAMBERS

Candy Broker  
84 Peachtree Street  
ATLANTA, GEORGIA  
Terr.: Ga., Ala., and Fla.

### WM. E. HARRELSON

Candy & Allied Lines  
5308 Tuckahoe Ave.—Phone 44280  
RICHMOND 21, VIRGINIA  
Terr.: W. Va., N. & S. Car.

### ROY E. RANDALL CO.

Manufacturers' Representative  
P. O. Box 605—Phone 7590  
COLUMBIA 1, SO. CAROLINA  
Terr.: No. & So. Carolina  
Over 25 years in area

# Confectionery Brokers

### SAMUEL SMITH

2500 Patterson Ave. Phone 22318  
Manufacturers' Representative  
WINSTON-SALEM 4, N. CAR.  
Terr.: Virginia, N. Carolina,  
S. Carolina

### W. M. (BILL) WALLACE

Candy and Specialty Lines  
P. O. Box 472—111 Rutland Bldg.  
DECATUR, GEORGIA  
Terr.: Ga. & Fla.  
Thorough Coverage

## East Central States

### BERNARD B. HIRSCH

4442 N. Woodburn St.  
MILWAUKEE 11, WISCONSIN  
Terr.: Wis., Ill. (excluding Chi-  
cago), Mich. (Upper Penn.)

### FELIX D. BRIGHT & SON

Candy Specialties  
P. O. Box 177—Phone 8-4097  
NASHVILLE 2, TENNESSEE  
Terr.: Kentucky, Tennessee, Ala-  
bama, Mississippi, Louisiana

### H. K. BEALL & CO.

308 W. Washington St.  
CHICAGO 4, ILLINOIS  
Phone STate 2-6280  
Territory: Illinois, Indiana,  
Wisconsin  
25 years in the Candy Business

## West Central States

### JAMES A. WEAR & SON

P. O. Box 27  
BALLINGER, TEXAS  
Territory: Texas

## Mountain States

### G & Z BROKERAGE COMPANY

New Mexico—Arizona El Paso  
County Texas  
P. O. Box 227 ALBUQUERQUE  
N. Mex.  
Personal service to 183 jobbers,  
super-markets and department  
stores. Backed by 26 years experi-  
ence in the confectionery field. We  
call on every account personally  
every six weeks. Candy is our busi-  
ness.

### KAISER MICHAEL

Broker  
Manufacturers' Representative  
"World's Finest Candies"  
911 Richmond Drive, S. E.  
ALBUQUERQUE, NEW MEXICO  
Terr.: New Mexico, Arizona & El  
Paso, Texas area

## Pacific States

### LIBERMAN SALES COMPANY

1705 Belmont Avenue  
SEATTLE 22, WASHINGTON  
I. Liberman Cliff Liberman  
Terr.: Wash., Ore., Mont., Ida.,  
Utah

### HARRY N. NELSON CO.

646 Folsom Street  
SAN FRANCISCO 7, CALIF.  
Established 1906  
Sell Wholesale Trade Only  
Terr.: Eleven Western States

### RALPH W. UNGER & RICHARD H. BROWN

923 East 3rd St.  
Phone: MU. 4495  
LOS ANGELES 13, CALIFORNIA  
Terr.: Calif., Ariz., N. Mex.,  
West Texas & Nevada



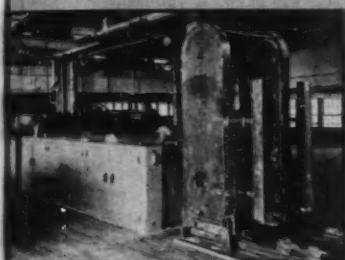


# Just Secured From Consolidation of 2 Plants Located in Midwest

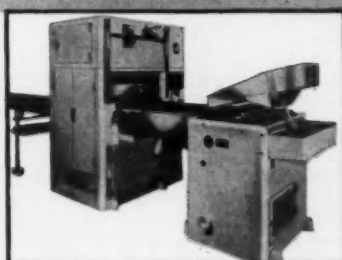
and also from:

**Hardie Brothers Co.  
Griggs Cooper & Co.  
Thinshell Candy Co.**

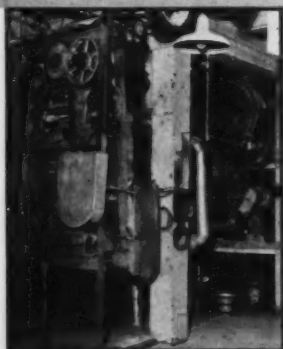
**At Special  
BARGAIN PRICES  
For Quick Sale**



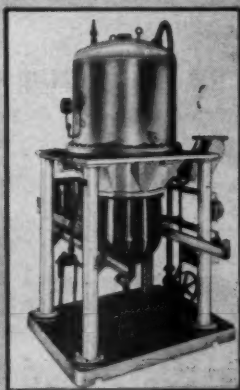
Latest National Equipment M-100 Automatic, streamlined, Heavy Duty Steel Mogul with D-100 Depositor. Ball bearings, forced feed lubrication, fireproofed with covers, explosion proof motors. Also with Currie Automatic Loader, Currie Automatic Stacker.



National Equipment 24" Bon Bon Enrober. Used less than 1 year. All parts which come in contact with the coating material are made of stainless steel. Available with new machine guaranteed.



Bullerjahn Starch Conditioner, Heater, Cooler, with Starch Cleaner. Excellent for conditioning starch and conveying starch automatically to and from Mogul.



Practically brand new National Equipment Continuous Cooker. 600 to 2500 lbs. capacity per hour.

## Partial List of Equipment Available

2—National Equipment AD Automatic Wood Moguls with AC Depositors having Stainless Steel Hoppers.

Late type National Equipment 34" Enrober, complete.

Hohberger Continuous Automatic Cream Machine, complete with Pre-melting Kettles and large, high-production Hohberger Smooth Cream Beaters, up to 20,000 lbs. capacity per day.

Stokes and Smith Models A and B Transwraps.

National Equipment 2000 and 1000 lb. underneath driven Chocolate Melters.

24—38" Revolving Pans, with and without coils and ribs.

Simplex Steam Vacuum Cooker.

Racine Model EP Sucker Machine.

Gaebel Continuous Plastic Forming Units with full selection of Dies.

**OVER 5,000 MACHINES  
IN STOCK**

**EVERY TYPE, EVERY CAPACITY  
FOR EVERY NEED**

**TELL US YOUR  
REQUIREMENTS**

**All Offerings Are Subject To Prior Sale**

**Quantities Are Limited**

**Write, Wire or Phone Collect  
For Full Details and Quotations**

# Union Confectionery Machinery Co., Inc.

318-322 Lafayette St.  
New York 12, N. Y.  
CAneL 6-5333-4-5-6

167 N. May St.  
Chicago, Ill.  
Seely 3-7845





# INDEX TO ADVERTISERS

## In The MANUFACTURING CONFECTIONER

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry.

Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers. Advertising of finished confectionery products is not accepted.



### RAW MATERIALS

Ambrosia Chocolate Co. ....	51, 52	Florasynth Laboratories, Inc. . . . .	July '55	The Nulomoline Div. American	
American Sugar Refining Co. . . . .	May '55	Fritzsche Brothers, Inc. ....	4	Mollasses Co. ....	July '55
Anheuser-Bush, Inc. ....	13	Chas. Fuchs & Co. ....	50	Penick & Ford, Ltd., Inc. ....	48
Armour & Company ....	12			Pfizer, Chas., & Co., Inc. ....	11
The Aromanilla Co., Inc. ....	April '55	Gum Base, Inc. ....	July '55	Emil Pick ....	58
Atlas Powder Co. ....	15	Gunther Products, Inc. ....	July '55	Polak & Schwartz ....	43
Basic Industries, Inc. ....	June '55	Hooton Chocolate Co. ....	58, 60	Refined Syrups & Sugars, Inc. ....	7
Walter Baker Div., of		Kohnstamm, H., & Company, Inc. . .	18	Rockwood & Co. ....	July '55
General Foods Corp. ....	June '55				
The Best Foods Co. ....	Cover 2	Maxwell House Div.,		Speas Company ....	July '55
Blanke Baer Extract &		General Foods Corp. ....	49	Staley, A. E., Mfg. Company . . .	July '55
Preserving Company ....	May '55	Merckens Chocolate Company, Inc. .	57	Stange, Wm. J., Co. ....	July '55
Burke Products, Inc. ....	June '55			Sterwin Chemicals, Inc. ....	3
W. J. Bush & Co. ....	60	National Aniline Division, Allied		Sunkist Growers ....	17
California Almond Growers		Chemical & Die Corp. ....	July '55	Union Sales Corp. ....	May '55
Exchange ....	Third Cover	National Sugar Refining Co. ....	July '55		
Clinton Foods, Inc. ....	June '55	Nestle Company, Inc., The ....	9	Van Amerigen-Haebler, Inc. ....	62
Corn Products Sales Company ....	22	Norda Essential Oil and Chemical			
Cranberry Products, Inc. ....	21	Company, Inc. ....	Fourth Cover	White Stokes Company ....	May '55
Dodge & Olcott, Inc. ....	Second Cover	Nu Coat Bon Bon Company ....	60	Wilbur-Suchard Chocolate	
Durkee Famous Foods ....	June '55			Company, Inc. ....	16

### PRODUCTION MACHINERY AND EQUIPMENT

The Aluminum Cooking Utensil		Greer, J. W., Company ....	June '55	Savage Bros. Co. ....	50
Company ....	June '55	Lehmann, J. M. Company, Inc	July '55	Sheffman, John, Inc. ....	59
Jabez Burns & Sons, Inc. ....	June '55	Molded Fiberglas Tray		Standard Casing Co., Inc., The ...	60
Burrell Belting Co. ....	July '55	Company ....	14	Stehling, Chas. H., Co. ....	55
Cincinnati Aluminum Mould Co.		National Equipment Corp. ....	61	Union Confectionery Machinery	
.....	July '55	Niagara Blower Company.....	July '55	Co., Inc. ....	65
Corrigan, J. C., Inc. ....	60				
Counsel Machine Company ....	42	Racine Confectioners' Machinery		Vacuum Candy Machinery Co. ....	8
Currie Machinery Company ...	June '55	Co. ....	8	Voss Belting & Specialty Co. ....	July '55
The Girdler Company ....	July '55	Rotary Machine Co. ....	July '55	Wermac Co. ....	July '55

### PACKAGING SUPPLIES AND EQUIPMENT

American Viscose Corp. ....	25	General Package Division ....	24	Rhineland Paper Company ....	39
Bakelite Company ....	46	C. G. Girolami & Co. ....	45	Riegel Paper Corporation ....	26
Battle Creek Packaging Machines		Heekin Can Co., The ....	June '55	The Rushton Company and	
Inc. ....	April '55	Hudson-Sharp Machine Co. ....	34	Atlanta Playthings Co. ....	54
Cooper Paper Box Corporation ....	41	Ideal Wrapping Machine Company. .	45		
Dairyland Food Laboratories, Inc.		Kiwi Coders Corp. ....	39	Sweetnam, George H., Co. ....	37
.....	July '55	Kwik Lok Corporation ....	June '55	Taft, R. C., Co. ....	39
Daniels Manufacturing Co. ....	July '55			Tee-Pak, Inc. ....	June '55
Diamond "Cellophane" Products ..	64	Lynch Corporation, Packaging		Tomkins' Label Service ....	June '55
Doughboy Industries, Inc. ....	44	Machine Division ....	July '55	Trefleries Argor ....	May '55
Dow Chemical Co., The ....	32			Triangle Packaging Machinery	
Eastern Can Company ....	36	Milprint, Inc. ....	June '55	Co. ....	June '55
Exact Weight Scales Co. ....	38	Package Machinery Co. ....	June '55		
French Glass Co., Inc. ....	45	Philadelphia Candy Show ....	56	Visking Corporation ....	40
				The Woodman Company, Inc. . .	April '55

ly '55  
. 48  
. 11  
. 58  
. 43

. 7  
ly '55

ly '55  
ly '55  
ly '55  
. 3  
. 17

ay '55  
. 62  
ay '55  
. 16

. 50  
. 59  
. 60  
55


. 65  
. 8  
y '55  
y '55

39  
26  
54  
37  
39  
e '55  
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40  
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**For Real  
SALES P-U-N-C-H**

## ALMOND BUTTER CRUNCH

### A SURE SALES WINNER!

Here's another *sure-to-please* Almond Candy. And the increased sales it brings are sure to please you too! As always, it's the almonds that make the difference . . . in increased consumer demand and greater profit for you.

**BLUE DIAMOND ALMONDS** are so easy and economical for you to use. Actually, the care we take in grading and sorting greatly minimizes handling costs in your plant. Blue Diamonds are *double-sorted*, by hand and photo-electric eye. They're accurately *size-graded* . . . free from bitters, dust and foreign particles . . . with controlled minimum-moisture content. Just try **BLUE DIAMONDS** and see. Write today for prices and samples.

**Blue Diamond ALMONDS**

CALIFORNIA ALMOND GROWERS EXCHANGE

Sacramento, Calif. Sales Offices: 100 Hudson St.,  
New York 13, and 549 W. Randolph St., Chicago 6

*and here's  
the formula...*


10 lbs. sugar  
10 lbs. butter  
5 lbs. Blue Diamond diced-  
roasted almonds\*  
1 oz. salt  
1 qt. water

Melt butter to liquid. Add sugar and water. Stir continually. Wash down sides of kettle to eliminate graining. Cook to 285°. Add salt and almonds. Stir in well. Remove from furnace and pour on greased slab. When nearly cold, cut into squares about 4" x 4". When cold, cover one side with milk chocolate and cover with diced-roasted almonds. When chocolate has set, turn over and coat other side in same manner. May be broken into smaller pieces. Try also with summer coatings.

\* roast and dice (or crush) whole almonds, or use ready-diced-and-roasted Blue Diamond Almonds.

**BLUE  
DIAMOND  
BRAND**



This cherry  is the one to pick  
to make your money-makers



Come to Norda now,  
for your profit producers.  
Use Norda Flavors in your fine  
mixes that make fine products taste  
wonderfully real. Use Norda nodes.  
Norda nodes are *in-blown* flavors—  
with the flavor sealed in and  
locked in by amazing colloid  
protection. Natural and imitation  
Norda Flavors now have a new  
*in-grown* richness that tastes like true,  
fresh fruit. Norda nodes flood foods  
with flavor, the moment liquids  
are added to mixes.  
You can easily make most delicate  
flavor adjustments, and meet  
changing flavor requirements quickly,  
by using Norda economical *in-blown*  
Flavors. Send your letterhead  
for generous *free samples*.

Use "A Favorite  
to Flavor It"—  
from

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601 W. 26th St., New York 1, N. Y.

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